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SUMMARY OF THE 1989 FORTRESS OF LOUISBOURG NATIONAL PARK VISITOR SURVEYS

FORTRESS OF LOUISBOURG
NATIONAL HISTORIC PARK

1989 VISITOR SURVEYS ANALYSIS

Prepared for
Canadian Parks Service

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FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK 1989 VISITOR SURVEYS ANALYSIS EXECUTIVE SUMMARY

The Fortress of Louisbourg National Historic Park on Cape Breton Island is a major tourist attraction in Atlantic Canada. The Park attracts visitors to all three of its main activity areas: the Fortress itself, a reconstruction of the French fortress as it was in 1744; Lighthouse Point (Havenside), a scenic lookout and historic lighthouse site across the harbour from the Fortress; and Kennington Cove, a beach and picnic area some distance down the coast from the Fortress. This report provides a summary analysis of a series of surveys carried out at the reconstructed fortress, Kennington Cove and Lighthouse Point.

Visitors to the reconstructed fortress arriving by commercial tour bus, were surveyed separately from those arriving in their own vehicle. Between June 9 and September 30, there were 28,028 visitor parties (78,500 visitors) who visited the fortress on their own (ie. not associated with a bus tour). Another 9,310 visitors to the fortress were associated with a commercial tour. School groups and other non-profit tour groups were not included in the survey. During the same period, 4,892 visitor parties (15,654 visitors) visited Kennington Cove.

Fortress Visitors

Non-local non-bus tour visitors: This group was the largest category of Fortress visitors during the survey period. Visitors from the USA (31%) and Ontario (22%) accounted for over half the total. Visitors were normally on an extended trip averaging 15.5 days away from home, with just over 4 days on average being spent on Cape Breton Island. The Fortress was a main destination for over one third (39%). Other attractions visited on this trip by over half of these non-local non-bus tour visitors were the Cabot Trail (82%) and Alexander Graham Bell National Historic Park (52%). Visitor parties in this category averaged 2.8 persons; almost half (47%) were couples. For three-quarters (77%) of these visitors this was the first visit to the Fortress. On average, the trip to the Fortress was planned 47.5 days in advance. Visitors in this group spent an average of 5 hours at the Fortress, and 60% of respondents thought their length of stay to have been "just right".

Expenditures by non-local non-bus tour visitors in the modern town of Louisbourg were estimated to be approximately $1.7 million (an average of $65.00 per party). The economic benefits of these visitor expenditures on the Province of Nova Scotia is estimated at 50 person-years of employment, about $960,000 in labour income, and $1.4 million in gross domestic product. The majority of these economic benefits will be felt in the local area of the Park.

Local non-bus tour visitors These visitors were residents of Cape Breton Island. The Fortress was the destination of the trip away from home that day for 88% of these parties. **Over half (59%) were visiting the Fortress with friends or relatives**, with the number of people in the party averaging 3.3 persons. **This was the first visit to the Fortress for only 38% of visitors in this category.** In most cases, the visit to the Fortress had been planned only a matter of days in advance. This visitor group spent an average of 3.7 hours at the Fortress, and 74% of respondents found their length of stay to have been "just right".

Bus tour visitors This category of visitors contained a higher proportion of Francophones than the other two groups: over a quarter (29%) responded in French. One quarter (24%) of tours originated in the Atlantic Provinces while 42% originated in the USA. Most tour bus passengers were older than visitors in the other categories: 86% were over 45 years of age. Tours lasted an average of 18.3 days with an average of 2.5 days being spent on Cape Breton Island. The Fortress was identified as a major attraction by bus tour passengers, who also cited the Cabot Trail and Peggy's Cove as other significant attractions. While 75% of passengers knew in advance that their tour included a visit to the Fortress, only 13% considered this a major influence in selecting the tour. **Bus tour passengers had the shortest visit at the Fortress (an average of 2.6 hours).** Only 37% found their length of stay "just right"; 55% found their stay "too short".

Characteristics of non-bus tour Fortress visitors were examined by seven origin categories. A number of anticipated results emerged: for example, visitors from further origins are away from home for longer periods of time; more first time visitors come from further origins. The average length of time spent on Cape Breton was fairly consistent for all origins: approximately 4 days. The Fortress was a main destination for at least 30% of visitors from all origins. Cape Breton residents are a significant group of repeat visitors, although their length of stay at the Fortress is about 1.5 hours less than the amount of time spent by the other groups.

A further segmentation of non-local non-bus tour visitors by group and trip characteristics revealed other useful results. Five segments were developed:

1) Older Visitors
2) Friends/Relatives
3) Vacationing Families - 1 (staying in commercial roofed accommodation)
4) Vacationing Families - 2 (staying in campgrounds)
5) Remaining (unclassified) Group.

The two Vacationing Families groups were largest (1 - 9,580 and 2 - 5,763 parties) with the Older Visitors group being smallest (2,256 parties). The Older Visitors group came predominantly from the USA (61%), while the Friends/Relatives group were almost equally from Nova Scotia (26%) and Ontario (30%). The two Vacationing Families groups had fairly similar proportions of origin representation.

Bus tours were segmented on the basis of the bus tour's origin. **Tours from the USA stayed longest at the Fortress (on average 3.2 hours); about one hour longer than other tours.** As might be expected, passengers on these American tours recorded the lowest percentage of "too short" ratings on their visit to the Fortress. The Fortress was the most memorable attraction in Atlantic Canada for passengers in all tours except Ontario. Ontario passengers found Peggy's Cove and Halifax more memorable.

A comparison of the 1989 survey results with similar questions in earlier surveys of Fortress visitors (1977 and 1986), indicated little change in a number of areas - language, origins, first visits and accommodation usage. Two significant areas of change, however, concerned the average party size and the length of stay at the Fortress. **The average party size has declined steadily from 4 persons in 1977 to 2.8 persons in 1989. On the other hand, the average length of the Fortress visit has almost doubled from 164 minutes in 1977 to 300 minutes in 1989.**

Lighthouse Point Visitors

The largest group of Point users were local people (32%); visitors from the USA and Ontario each represented 20% of the total visitors. The average party size was 2.6 persons; 36% were couples. **Lighthouse Point was the main destination for fewer than a quarter (23%) of visitors.** For those with another main destination, 69% identified the Fortress as the main destination of the trip away from home that day. The average length of the trip away from home was 12.7 days, with the average length of stay on Cape Breton 4.4 days. For 62%, this was the first visit to Lighthouse Point, and on average, **they stayed 29 minutes at the Point.** The most frequent activities visitors participated in at the Point were photography (40%) and sightseeing (23%).

Kennington Cove Visitors

Over three quarters of the visitors to the Cove during the study period were residents of Cape Breton. The average party size was 3.2 persons and most (39%) respondents were between 22 and 35 years of age. **Most (44%) visitor parties were groups of friends or relatives.** The Cove was the only destination for 79% of visitors on a trip from home that day; 84% were repeat visitors. Visitors spent an average of 108 minutes (roughly an hour and three quarters) at the Cove. Non-local visitors were away from home an average of 13 days, and anticipated spending 9.7 days on Cape Breton.

Visitor satisfaction with facilities and services at the Cove was generally very high. **Two areas of dissatisfaction were identified, however: one relating to the supervision of swimming and the other to patrolling of the beach.** Visitors considered the natural scenery, sand beaches and waves the outstanding features of the Cove. Over 80% of Cove visitors used other Cape Breton beaches: Mira (41%), Ingonish (39%) and Dominion (21%). Most (56%) other beach users rated Kennington Cove as above average or superior to other beaches.

Evaluation of Current Offer

A sample of Fortress visitors (non-bus tour) was asked to complete an "importance-performance" survey, designed to obtain information from respondents on the importance of twenty-two aspects of historic sites, and to assess their satisfaction with these same features at the Fortress. Respondents rated most features in the survey as important. Two emerged as most prominent: a courteous and friendly greeting; and staff knowledgeable about the history and background of the site. **Overall satisfaction ratings for the Fortress were high, with the authentic historic appearance of the Fortress ranking highest.**

Differences between importance and satisfaction ratings provide a measure of the success of the Fortress in meeting visitors' expectations. Of the twenty-two attributes assessed, twelve obtained a net positive rating and ten a net negative rating, although most differences were extremely small. **Particular areas of satisfaction concerned the distance between exhibits, the lack of modern buildings/equipment visible, and the presentations by the staff. On the other hand, areas of possible concern involved the availability of reasonably priced souvenirs and historic souvenirs which appear authentic, maps which are clear and give directions, and advance knowledge about accommodation and restaurants.**

Conclusion

The Fortress of Louisbourg National Historic Park is a major attraction in Atlantic Canada. Visitors from a wide range of origins visit the Fortress itself, whereas Lighthouse Point and Kennington Cove are used more by local area people. Generally, all visitors were satisfied with their visit to the Park. This analysis of results from the various surveys provides an overview of findings. Further more detailed analyses are possible and may be useful to derive results for specific service, management or research requirements.

PARC HISTORIQUE NATIONAL DE LA FORTERESSE-DE-LOUISBOURG COMPTE RENDU DES RÉSULTATS DE L'ENQUÊTE AUPRÈS DES VISITEURS 1989

Le parc historique national de la Forteresse-de-Louisbourg, à l'Île-du-Cap-Breton, est une importante attraction touristique au Canada atlantique. Le parc attire des visiteurs à ses trois principaux secteurs d'activités : la forteresse elle-même, une reconstruction de la forteresse française de 1744; le phare (Lighthouse Point - Havenside), un poste d'observation panoramique et un phare historique situés en face du port; l'anse Kennington, une plage et une aire de pique-nique situées sur la côte, au sud de la forteresse. Durant l'été de 1989, une série d'enquêtes ont été menées auprès des visiteurs dans ces trois emplacements afin de fournir des renseignements qui seront utiles pour les activités de planification et de gestion du parc. Ce rapport donne un analyse sommaire des résultats de ces enquêtes.

Durant la période visée par l'enquête, 28 028 visiteurs indépendants et 9 818 visiteurs en voyage organisé ont visité la forteresse; 9 310 personnes ont visité le phare; et 4 892 personnes ont visité l'anse Kennington.

Visiteurs de la forteresse

Visiteurs indépendants de l'extérieur : Cette catégorie composait la majorité des visiteurs au cours de la période visée par l'enquête. Plus de la moitié venait des États-Unis (31 %) et de l'Ontario (22 %). En général, les visiteurs effectuaient un voyage prolongé d'une durée moyenne de 15,5 jours, dont un peu plus de quatre jours à l'Île-du-Cap-Breton. **Pour plus d'un tiers (39 %), la forteresse constituait leur destination principale.** Plus de la moitié de ces visiteurs indépendants de l'extérieur ont emprunté la piste de Cabot (82 %) et visité le parc historique national Alexander-Graham-Bell (52 %). La taille moyenne des groupes de cette catégorie était de 2,8 personnes; près de la moitié étaient des couples. Il s'agissait d'une première visite de la forteresse pour 77 % d'entre eux. En moyenne, la visite de la forteresse avait été planifiée 47,5 jours à l'avance. Les visiteurs de cette catégorie ont passé en moyenne cinq heures à la forteresse, et 60 % étaient d'avis que la durée de leur visite était "adéquate".

Les visiteurs indépendants de l'extérieur ont dépensé environ 1,7 million de dollars dans le village de Louisbourg (65,00 $ en moyenne par groupe). On estime les retombées économiques de ces dépenses pour la province de la Nouvelle-Écosse à 50 années-personnes au chapitre de l'emploi, à environ 960 000 $ sous forme de revenu du travail, et à 1,4 million de dollars en produit intérieur brut. La région du parc bénéficie le plus de ces retombées économiques.

Visiteurs indépendants de la région : Les visiteurs de cette catégorie étaient des habitants de l'Île-du-Cap-Breton. Pour 88 % d'entre eux, la forteresse était le but de leur voyage. **Plus de la moitié (59 %) visitaient la forteresse avec des amis ou des parents,** et en moyenne, la taille de leur groupe était de 3,3 personnes. **Il s'agissait d'une première visite de la forteresse pour seulement 38 % d'entre eux.** Dans la plupart des cas, leur visite n'avait été planifiée que quelques jours à l'avance. Les visiteurs de cette catégorie ont passé en moyenne 3,7 heures à la forteresse, et 74 % étaient d'avis que la durée de leur visite était "adéquate".

Visiteurs en voyage organisé : Par rapport aux deux autres catégories, celle des visiteurs en voyage organisé comprenait une plus forte proportion de francophones : plus d'un quart (29 %) ont répondu au questionnaire en français. Un quart (24 %) de ces visiteurs venait des provinces de l'Atlantique, et 42 %, des États-Unis. La plupart des visiteurs de cette catégorie étaient plus âgés que ceux des deux autres : 86 % avaient plus de 45 ans. Leur voyage durait en moyenne 18,3 jours, dont 2,5 jours passés à l'Île-du-Cap-Breton. La forteresse a été jugée une importante attraction touristique par les personnes de cette catégorie qui ont été également marquées par la piste de Cabot et Peggy's Cove. Elles savaient à l'avance, dans une proportion de 75 %, que la visite de la forteresse était prévue au programme de leur voyage organisé, mais cette information n'a influencé que 13 % d'entre elles dans le choix de leur voyage. **Les visiteurs en voyage organisé sont ceux qui ont passé le moins de temps à la forteresse (2,6 heures en moyenne).** Seulement 37 % ont trouvé que la durée de leur visite était "adéquate"; 55 % l'ont trouvé "trop courte".

Les caractéristiques des visiteurs indépendants ont été examinées en fonction de leurs lieux de résidence, lesquels ont été divisés en sept catégories. Voici les résultats (prévus) obtenus par cette étude : les visiteurs venant de plus loin voyagent durant de plus longues périodes et ils sont plus nombreux à visiter la forteresse pour la première fois. La durée moyenne des séjours au Cap-Breton était sensiblement la même pour tous : environ quatre jours. La forteresse était une destination principale pour au moins 30 % de l'ensemble des visiteurs. Les habitants du Cap-Breton sont ceux qui visitent le plus souvent la forteresse, bien que leur visite soit en général plus courte que les autres, soit 1,5 heure de moins.

Une autre étude sur les visiteurs indépendants de l'extérieur de la région, selon les caractéristiques du groupe et du voyage, a révélé des résultats intéressants. Cinq catégories ont été établies :

1) visiteurs plus âgés
2) amis/parents
3) familles en vacances - 1 (logeant dans des établissments commerciaux)
4) familles en vacances - 2 (logeant dans des campings)
5) autres (non classifiés)

Les deux catégories de familles en vacances étaient les plus importantes (1 - 9 580 et 2 - 5 763 familles) tandis que la catégorie des visiteurs plus âgés était la plus petite (2 256 groupes). Les personnes plus âgées venaient surtout des États-Unis (61 %), et les personnes appartenant à la catégorie des amis/parents venaient en proportion presque égale de la Nouvelle-Écosse (26 %) et de l'Ontario (30 %). Les lieux d'origine des deux catégories de familles en vacances étaient sensiblement les mêmes.

Aux fins de l'analyse, les visiteurs en voyage organisé ont été répartis selon leur lieu d'origine. **Les voyageurs américains ont passé plus de temps à la forteresse (en moyenne 3,2 heures); soit une heure de plus que les visiteurs des autres voyages organisés.** Comme prévu, une minorité de visiteurs américains ont trouvé leur visite de la forteresse "trop courte". La forteresse a été le point d'attraction qui a le plus marqué les visiteurs en voyage organisé, à l'exception des Ontariens. Ces derniers ont été plus marqués par Peggy's Cove et Halifax.

Une comparaison entre les résultats de l'enquête de 1989 et celles de 1977 et 1986 n'a révélé que peu de changements dans ces domaines : langue, lieu d'origine, première visite et type d'hébergement. Des changements importants ont toutefois été notés concernant la taille des groupes et la durée de la visite de la forteresse. **De quatre personnes qu'elle était en 1977, la taille des groupes a diminué progressivement à 2,8 personnes en 1989. En revanche, la durée moyenne de la visite de la forteresse a presque doublé pour passer de 164 minutes en 1977 à 300 minutes en 1989.**

Visiteurs du phare (Lighthouse Point)

Le phare a été surtout visité par la population locale (32 %); le pourcentage de visiteurs des États-Unis et de l'Ontario était de 20 % respectivement. La taille moyenne des groupes était de 2,6 personnes; 36 % des visiteurs étaient des couples. **Le phare était une destination principale pour moins du quart des visiteurs (23 %).** La forteresse était la destination principale de 69 % d'entre eux. Les visiteurs du phare effectuaient un voyage d'une durée moyenne de 12,7 jours, dont 4,4 jours au Cap-Breton. Pour 62 % d'entre eux, il s'agissait d'une première visite du phare, et en moyenne, **ils y ont passé 29 minutes.** Les activités qui les intéressaient le plus étaient la photographie (40 %) et la promenade (23 %).

Visiteurs de l'anse Kennington

Durant la période visée par l'enquête, plus des trois quarts des visiteurs de l'anse Kennington étaient des habitants du Cap-Breton. La taille moyenne des groupes était de 3,2 personnes et la plupart des participants à l'enquête (39 %) étaient âgés de 22 à 35 ans. Les groupes étaient composés en majeure partie d'amis ou de parents (44 %). L'anse Kennington était la seule destination de 79 % des visiteurs cette journée-là; 84 % s'y étaient déjà rendus. Ils y ont passé en moyenne 108 minutes (environ une heure et trois quarts). Les visiteurs de l'extérieur étaient en voyage pour environ 13 jours, et prévoyaient passer 9,7 jours au Cap-Breton. Les visiteurs étaient en général très satisfaits des installations et des services de l'anse Kennington. **Ils se sont dit insatisfaits cependant de la supervision de la baignade et de la plage.** La beauté du paysage, les plages de sable et les vagues les ont le plus impressionnés. Plus de 80 % d'entre eux ont également visité d'autres plages du Cap-Breton : Mira (41 %), Ingonish (39 %); Dominion (21 %). Les répondants ont attribué, dans une proportion de 56 %, la cote "supérieure" ou "exceptionnelle" à l'anse Kennington par rapport aux autres plages.

Évaluation des services offerts

Un échantillonnage de visiteurs (indépendants) de la forteresse a été prié de répondre à un questionnaire visant à déterminer l'importance de 22 différents éléments des lieux historiques, et à évaluer leur degré de satisfaction par rapport aux mêmes éléments à la forteresse de Louisbourg. Selon les résultats, la plupart des éléments ont été jugés importants. Deux se sont toutefois nettement dégagés : un accueil courtois et aimable; la connaissance des employés de l'histoire et des particularités du lieu historique. Dans l'ensemble, les répondants étaient très satisfaits de leur visite de la forteresse, et l'authenticité historique des lieux a obtenu la cote la plus élevée.

L'écart entre les degrés d'importance et de satisfaction permet d'évaluer si la visite de la forteresse répond aux attentes des visiteurs. Sur les 22 questions du questionnaire, 12 ont donné un résultat positif net, et 10, un résultat négatif net, encore que les écarts entre les degrés d'importance et les degrés de satisfaction aient été très minces. **Les répondants se sont dit particulièrement satisfaits de la distance à parcourir d'une exposition à l'autre, de l'absence d'immeubles et d'installations modernes pouvant être aperçus de l'intérieur de la forteresse et des présentations orales par les employés. Par contre, ils étaient moins satisfaits du prix et de l'authenticité des articles en vente dans la boutique de la forteresse, de la clarté des indications données sur les plans du parc et des renseignements disponibles sur l'hébergement et les restaurants.**

Conclusion

Le parc historique national de la Forteresse-de-Louisbourg est une importante attraction historique du Canada atlantique. Des visiteurs venant de partout visitent la forteresse elle-même, tandis que ce sont surtout des gens de la région qui visitent le phare et l'anse Kennington. En général, tous les visiteurs étaient satisfaits de leur visite du parc. Cette analyse des diverses enquêtes donnent un aperçu des résultats. Il serait utile d'effectuer des analyses plus approfondies pour en savoir davantage sur les besoins précis de services, de gestion ou de recherche.

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK
1989 VISITOR SURVEYS ANALYSIS

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1. INTRODUCTION

During the summer of 1989, a series of visitor surveys was carried out at the Fortress of Louisbourg National Historic Park, located in Louisbourg, Nova Scotia on Cape Breton Island. These surveys involved both personal interviews and mail-back questionnaires, and covered visitors to Kennington Cove, Lighthouse Point and the Fortress of Louisbourg itself.

The surveys had four objectives:

1. to provide information and analysis related to the use of the National Historic Park which will be used in management planning, service planning, and marketing;
2. to provide information and analysis pertaining specifically to use of Kennington Cove and Lighthouse Point;
3. to determine levels of Park attendance and use in accordance with the new directive on attendance; and
4. to allow estimation of the economic impact of visitor expenditures on the local economy.

While these objectives were given equal weight in the fieldwork, the first two goals provide the most significant scope of information and the most substantial basis for analysis. This report provides a summary analysis of the information collected by the surveys. It will also indicate possible areas for further, more detailed analysis.

The visitor population was divided into three sub-populations on the basis of which location they visited within the Park (the Fortress, Kennington Cove, and Lighthouse Point).

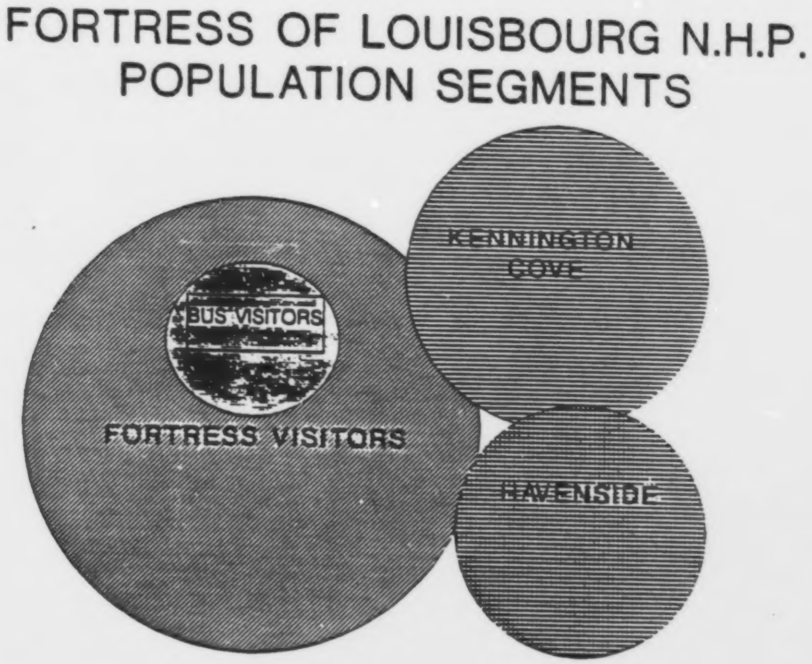
Fortress Visitors This sub-population was further divided into two categories: bus tour visitors, and non-bus tour visitors. Selected bus tour visitors were asked to complete and mail back a questionnaire specifically designed for their category. The non-bus tour visitors, who arrive by private vehicle and pay an individual entry fee, were surveyed by mailing to a sample of these visitors a questionnaire to be completed and returned to the Park. These visitors were sent one of two questionnaires, depending upon their residence: one for Local Visitors (Cape Breton) and another for Non-Local Visitors. In addition, for these non-bus tour visitors, two survey instruments were used: a market survey, and a performance-importance survey.

Kennington Cove Visitors Interviewers conducted personal surveys of visitors to the beach and picnic area of Kennington Cove. This is a day use area, and interviews were carried out as the visitors were leaving the parking lot.

Lighthouse Point (Havenside) Visitors Visitors to this scenic day use area were interviewed as they were leaving the site.

Figure 1 graphically summaries the various sub-populations of visitors.

Figure 1



The following summary outlines the questionnaire possibilities by sub-populations. A schematic representation of the survey sub-populations is contained in Appendix 1.

QUESTIONNAIRE TYPES

A. Fortress Visitors

(1) Bus Tour Visitor
- Bus Tour Visitor Survey (English)
- Bus Tour Visitor Survey (French)

(2) Non-Bus Tour Visitor

Local:
- Market Survey (English)
- Market Survey (French)
- Performance-Importance Survey (English)
- Performance-Importance Survey (French)

Non-Local:
- Market Survey (English)
- Market Survey (French)
- Performance-Importance Survey (English)
- Performance-Importance Survey (French)

B. Kennington Cove Visitors
- Visitor Survey (English)
- Visitor Survey (French)

C. Lighthouse Point (Havenside) Visitors
- Visitor Survey (English)
- Visitor Survey (French)

Copies of all questionnaires used are contained in Appendix 2[1].

This report presents the results of an analysis of the questionnaires returned by respondents or completed by the interviewers. The SAS software package was used for the analysis of the data obtained. Information is presented on the Fortress of Louisbourg National Historic Park, Park use characteristics, segmentation analysis of visitors, an evaluation of the current offer at the Park, regional integration characteristics, and analysis of certain special issues.

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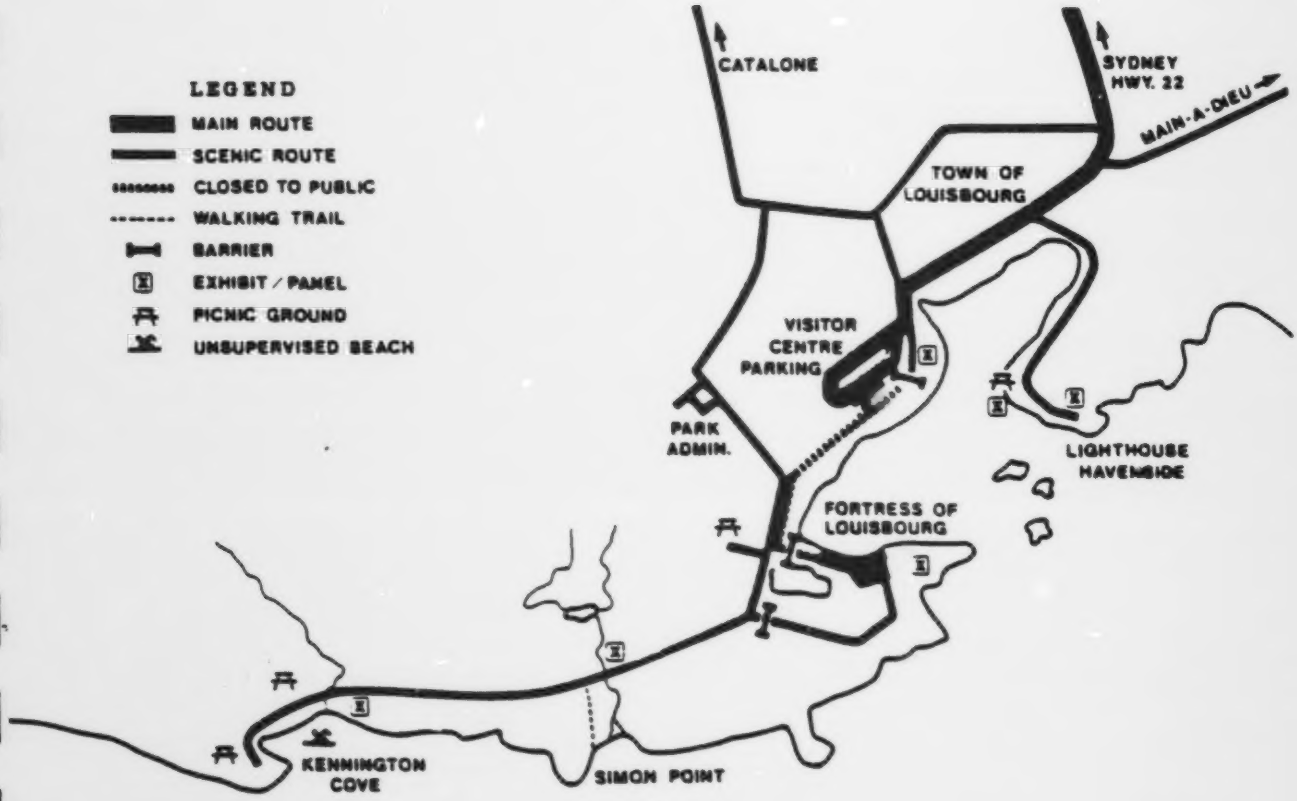
[1] For more information on the sampling procedure and the fieldwork, the Planning Report should be consulted.

2. FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

The Fortress of Louisbourg National Historic Park comprises 6,700 hectares on Cape Breton Island in Nova Scotia. The vast majority of the Park is undeveloped, and contains natural wooded areas, swimming beaches and picnic sites. One section of the Park is removed from the major area and offers spectacular viewpoints over the Atlantic Ocean from Lighthouse Point. Figure 2 illustrates the layout of the Park, and shows the major areas of activity: the Visitor Reception Centre, Kennington Cove, and across the harbour, Lighthouse Point (havenside).

Figure 2
Park Layout



The Visitor Reception Centre provides the only public access to the walled Fortress. Visitors are invited to tour the audio-visual displays which provide some historical background to the area, before boarding a bus which transports them to the Fortress. Park visitors can drive to Kennington Cove for sand beaches, excellent swimming and picnic facilities. Across the harbour is Lighthouse Point (Havenside), where there has been a lighthouse since 1734.

The Fortress of Louisbourg is one the premiere tourist attractions in Atlantic Canada. The walled town prospered in the mid 1700's as a military capital for the French colony of Ile Royale and as a vital trading centre. The site was demolished by its British conquerors in 1760, and was left in ruins for two hundred years. Today, the massive reconstruction effort of the Canadian Parks Services has rebuilt approximately one-fifth of the fortress to recreate life in Louisbourg of 1744, and to display artifacts from the archaeological excavations. Although the majority of the townsite has not been reconstructed, over forty buildings now stand to provide visitors with a sense of the living community of the eighteenth century. The fortifications themselves illustrate the military force present, while the elegant quarters of the French Governor portray the grace and the power of the Bourbon royalty. There are now homes rebuilt and furnished to represent community life, merchants' stores and the wharf and a fisherman's house to depict the thriving business activity of the town and its vital position as a trading port. Visitors to the Fortress today may even sample eighteenth century fare in the reconstructed garrison bakery or in the town's tavern.

The Fortress is staffed by guides and interpreters, in addition to costumed animators throughout the site.

Within Cape Breton, there are many other tourist attraction, most notably:

- Cape Breton Highlands National Park
- St. Peter's Canal
- Marconi National Historic Site
- Miners' Museum.

In addition to the spectacular scenery, Cape Breton Island also offers special events and festivals, as well as all the support services required for tourism: hotels, restaurants, entertainment and recreation facilities, and shopping opportunities.

Visitors have to make an effort to visit the Fortress, which along with the modern town of Louisbourg, is located approximately a half-hour drive south and east of Sydney, the major urban centre of Cape Breton Island. Tourist services in Louisbourg are limited (one motel, a few restaurants, and some shops). Other accommodation (roofed and campground) is available within the area.

3. PARK USE

Presented here is information on Park use for each of the three major areas of activity: the Fortress, Lighthouse Point, and Kennington Cove.

3.1. VISITORS TO THE FORTRESS

For this analysis, visitors to the Fortress were broken down into two categories: non-bus tour visitors (non-local and local); and bus tour visitors.

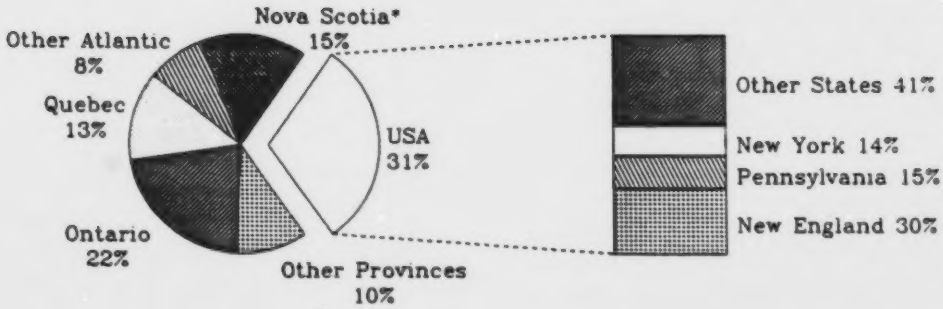
3.1.1. Non-Local Non-Bus Tour Visitors

Origins

There were 25,898 non-local non-bus tour visitor parties to the Fortress between June 9 and September 30, 1989. The vast majority (88.2%) of respondents to this survey were English speaking. Visitor groups originated from these areas, in the following proportions (also shown in Figure 3):

origin	% of total
Nova Scotia (excluding Cape Breton)	15.4
Other Atlantic Provinces	8.4
Quebec	13.2
Ontario	21.8
Other Provinces	10.4
USA	30.8

Figure 3

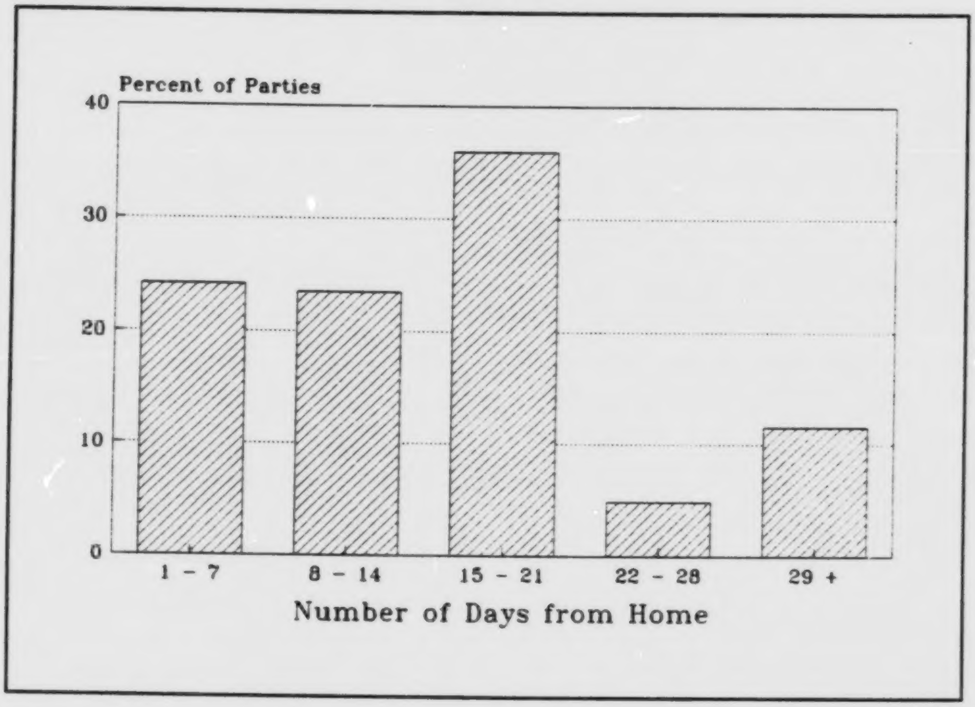


* Nova Scotia excludes Cape Breton

Trip Length

When asked about their trips, most of these visitors indicated that they were on an extended vacation, with the average trip involving 15.5 days away from home. Figure 4 illustrated the distribution of trip length. The single most frequent response, given by 15.3% of all respondents was 14 days away from home.

Figure 4



The average length of stay on Cape Breton Island was 4.1 days, ranging from 0 to 31 days. Most visitors were on the Island for between two and five days:

number of days	% of total
2	20.9
3	28.8
4	17.0
5	12.8

Destinations and Attractions

The Fortress was indicated as a main destination for 38.8% of these visitors. For those who responded otherwise, the following were identified as the main destination of the trip: the Maritimes (20.4%); Cabot Trail (13.6%); Cape Breton (13.6%); and none specific (13.4%).

These non-local non-bus tour visitors were asked if they had visited the following other attractions on this visit to Cape Breton:

attraction	% visiting
Cabot Trail	82.0
Alexander Graham Bell Museum	51.7
Miners' Museum	20.4
St. Peter's Canal	15.0
Marconi National Historic Site	9.5

Many other attractions were identified by respondents, but no other single site attracted a significant proportion of the visiting parties. The four attractions on Cape Breton Island mentioned most often were Cheticamp (2.5%); the Gaelic College (2.5%); Keltic Lodge (1.9%); and Bird Island (1.9%).

Respondents were also asked to identify the five "most memorable" attractions visited by their parties on the trip away from home. The variety in responses was substantial; over eighty attractions were coded. The first attractions identified by more than two percent of the respondents were:

attraction	% identified
Fortress of Louisbourg	34.9
Cabot Trail	20.1
general scenery	3.2
Cape Breton Highlands National Park	3.1
Prince Edward Island	2.9
Alexander Graham Bell Museum	2.4
no response	3.5

When the five most memorable attractions are added together, the results are shown in Table 1.

Table 1

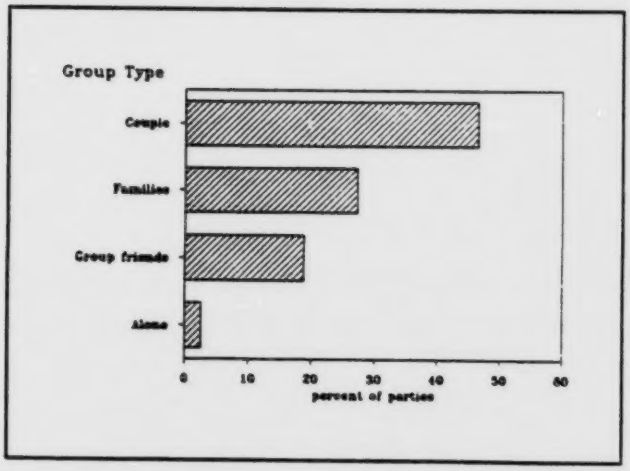
Most Memorable Attractions Identified (%)

Attraction	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice	Total	Rank
Fortress of Louisbourg	34.9	17.4	13.8	10.0	4.4	80.5	1
Cabot Trail	20.1	15.8	7.4	5.0	3.3	51.6	2
AGB Museum	2.4	5.6	8.3	5.1	1.6	23.0	3
Prince Edward Island	2.9	2.6	3.3	4.7	3.2	16.7	4
Halifax (city, tour,etc.)	1.3	4.1	4.1	2.8	3.0	15.3	5
Peggy's Cove	1.2	1.9	3.0	2.0	2.5	10.6	6
Miners' Museum	0.0	2.6	4.3	1.3	2.1	10.3	7
general scenery	3.2	1.2	2.2	2.6	0.8	10.0	8
Fundy (Bay, Park)	0.9	2.5	0.6	3.3	2.3	9.6	9
Cape Breton Highlands	3.1	2.8	1.1	0.7	1.5	9.2	10
Cape Breton	1.9	2.1	2.6	1.4	0.5	8.5	11
beaches/ocean	0.5	1.6	1.9	3.0	1.3	8.3	12
Charlottetown	0.6	1.7	1.1	1.0	2.4	6.8	13
Lunenburg	0.2	0.9	2.5	1.1	1.5	6.2	14
PEI Nat'l Park (Green Gables)	1.3	0.7	1.4	2.1	0.2	5.7	15
Sherbrooke	0.3	0.5	0.6	2.1	0.0	3.5	16

Group Characteristics

The non-local non-bus tour visitor party most often was a couple (46.5%). Other party compositions were "family with children" (27.2%); "group of friends/relatives" (18.8%); and "travelled alone" (2.6%) (Figure 5).

Figure 5



The average party size was 2.8 persons. The number of parties having at least one person in the following age groups was:

1 - 4 years - 2023
5 - 12 years - 5146
13 - 21 years - 3728
22 - 35 years - 7872
36 - 45 years - 8825
46 - 64 years - 9567
over 65 years - 4243

The individual completing the questionnaire was most often between 46 and 64 years old, with a university or college education. Overall, 88.2% of respondents were between 22 and 64 years of age; and 71.6% had at least some university or college education.

Expenditures

Over three quarters (77.3%) of all parties made purchases in the modern town of Louisbourg. Average expenditures, by spending category and per party were:

category	amount ($)
transportation	12.19
food/beverage	20.96
accommodation	11.00
souvenirs/gifts	13.58
recreation/entertainment	5.95
other expenditures	1.39
TOTAL	$65.07

On average, this total average expenditure of $65.07 represented 2.2 persons. In response to a supplemental question on the total amount of the party's expenditures in the local area, the average amount indicated was $106.53, close to twice the amount obtained from the spending categories question. Because there seems to be some problem with the respondents' interpretation of the expenditure questions, their results should be treated cautiously. The former figure of $65.07 is probably the more reasonable reflection of expenditures.

Repeat Use

For three quarters (76.5%) of the non-local non-bus tour visitors, this was the first trip to the Fortress. For repeat visitors, 50.2% had visited the Fortress once before, and 32.5% had been there twice. The remaining 17.3% had visited as many as five times previously.

Trip Planning

Very few (8.5%) of visiting parties indicated that additional information had been required for planning the trip to the Fortress. The additional information which was identified concerned:

information	% requiring
time required (size of Fortress)	19.8
restaurants	18.5
better map of site	14.8
hours of operation (closing)	13.6

Respondents were asked to indicate in months, weeks or days, the time that elapsed between planning and making the visit. The average per category emerged as:

months - 1.5
weeks - 0.5
days - 1.0

This trip was planned on the overall average, 47.5 days in advance - roughly a month and a half. In a very few cases, visitors planned for this visit to the Fortress as far as two years in advance.

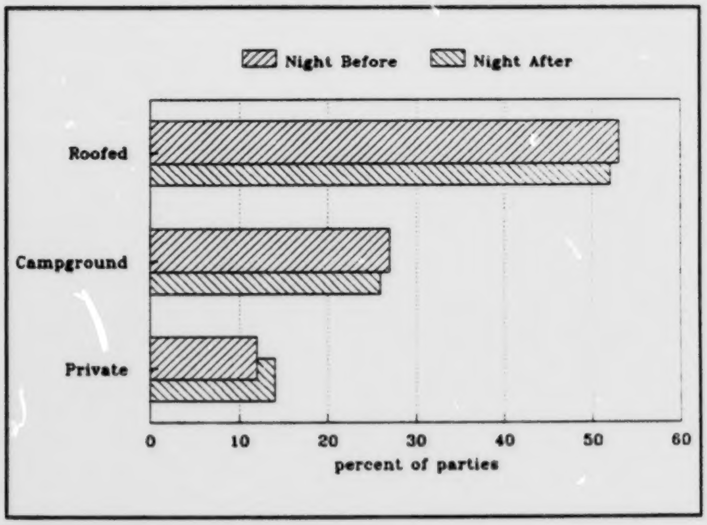
Other than non-response to the question, the time indicated most frequently in each category was:

months - 2
weeks - 2
days - 1

Accommodation

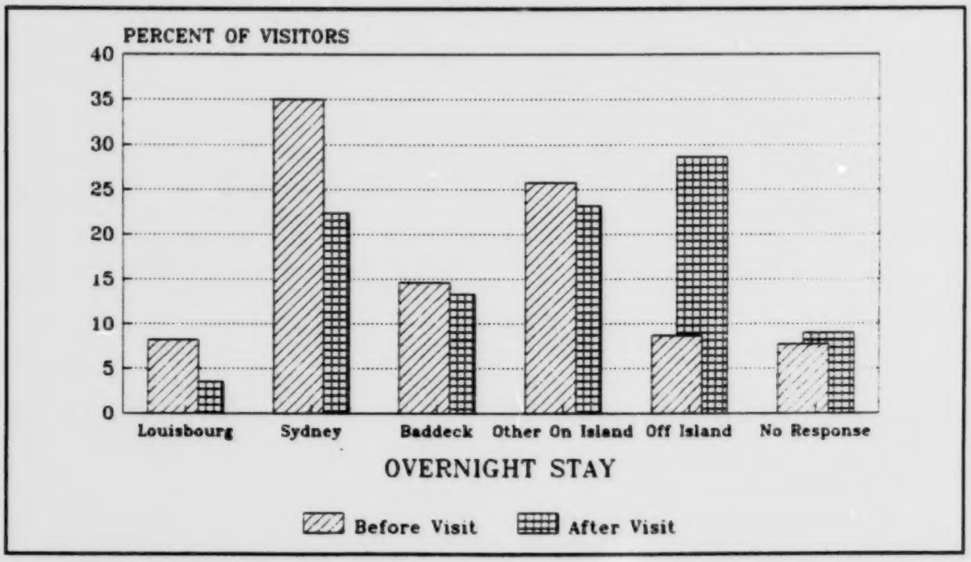
On the night prior to the visit to the Fortress, the majority (53.0%) of visitors stayed in commercial roofed accommodation (Figure 6). Over one quarter (27.2%) stayed in a campground, and 11.9% spent the night at a friend's or relative's house. Accommodation usage remained fairly consistent for the night after the visit to the Fortress: 51.6% stayed in commercial roofed accommodation; 25.7% in a campground; and 14.3% with friends or relatives.

Figure 6



For the night prior to their visit, only 8.2% had stayed in Louisbourg: most visitors (35.0%) had spent the night in the Sydney area. A further 14.6% had stayed at Baddeck, while only 8.7% had spent the previous night off Cape Breton Island. In contrast, 28.6% of visitors spent the night after their Fortress visit off Cape Breton Island. Only 3.5% stayed in Louisbourg after their visit; 22.4% stayed in the Sydney area and 13.3% stayed in Baddeck. Figure 7 displays the differences in where visitors stayed before and after their visit to the Fortress.

Figure 7



Influence

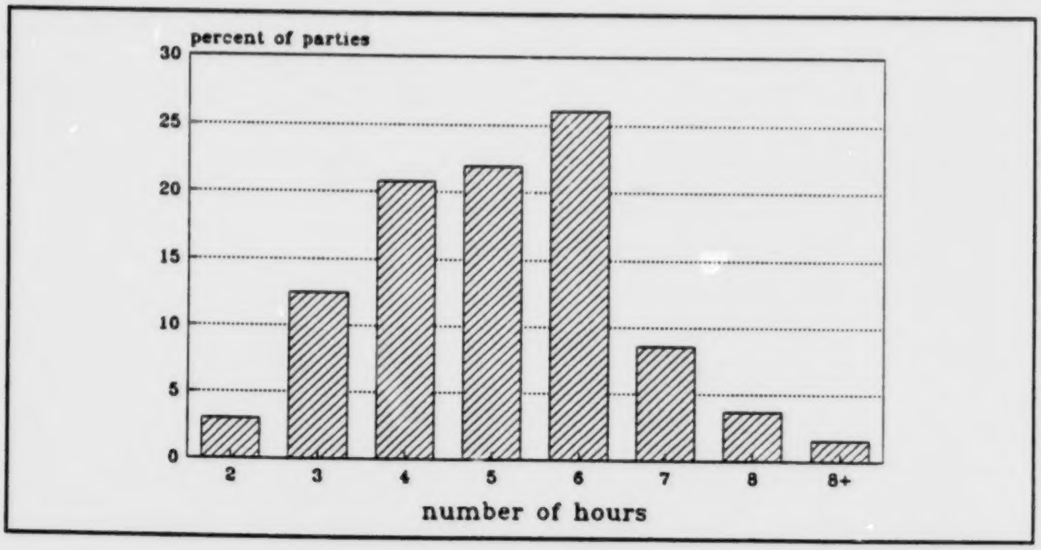
Visitors identified many factors which influenced their decision to visit the Fortress of Louisbourg. Five were named most often:

influence	%
historical, significant restoration	17.1
recommended, talked about	15.8
advertising (article, tours, etc.)	6.5
previous visit (see progress)	5.0
interest, curiosity	4.3

Fortress Visit

Visitors stayed at the Fortress for an average of five hours. The distribution of length of stay is demonstrated in Figure 8:

Figure 8



The majority (60.1%) of Fortress visitors felt that the length of their say was "just right", while 36.4% found that it was "too short". Only 1.2% said that the visit had been "too long".

Two thirds (66.7%) indicated that they had not missed anything during the visit. The remaining one-third, however, that they had missed the following:

* some buildings (7.5%);
* more time in specific areas (7.2%);
* the ruins, the museum (3.5%);
* details (3.2%); and
* some exhibits, interiors (2.8%).

Very few of the non-local non-bus tour visitors had any difficulty seeing or hearing any exhibits or events, or in gaining access to the buildings. Approximately ten percent (10.6%) itemized difficulty in seeing exhibits or events: in most cases, the difficulties related to young children in the party, the weather (fog and rain) or to some building entrances being difficult to locate. Only 6.1% had a problem hearing events or exhibits, and most of these were concerned mainly with an inability to understand French. Fewer than ten percent (8.5%) of visitor found it difficult to gain access to the buildings. This arose primarily from buildings being closed or difficulties posed to some handicapped or elderly visitors.

Magazines and Newspapers

Two questions were included in the survey to determine which magazines and newspapers were read most often by Fortress visitors. The responses were largely dependent upon the area of residence, although an aggregate analysis showed that some magazines in particular were mentioned consistently:

magazine	% reading
Time	15.7
National Geographic	15.4
Readers' Digest	11.1
Macleans	10.1
hobby/crafts	9.9
outdoor/recreation	7.5

Only the Toronto Globe and Mail was identified as the newspaper read by more than ten percent of respondents:

newspaper	% reading
Globe and Mail	11.7
Toronto Star	8.5
Ottawa Citizen	5.1
La Presse	4.4
New York Times	3.4
Newsday/ USA Today	2.1

Suggestions

Respondents were asked for their suggestions on how their visit to the Fortress might have been improved. Many suggestions were put forth; only a few, however, were recorded repeatedly:

suggestion	% of all suggestions
place to eat non-period food	10.8
open/finish/continue more buildings	8.3
picnic grounds, benches, park area	4.5
more situation enactment	4.5
washrooms more visible, available	3.4
more guides, tours, video at VRC	2.8
more restaurants	2.8
maintain character (no commercialization)	2.4
expand facilities, exhibits	2.2

Many other suggestions were made by Fortress visitors; this information, along with other statistical printouts, is contained in Appendix 3 (under separate cover). For full details, it is recommended that the completed questionnaires be examined.

3.1.2 Local Non-Bus Tour Visitors

Questionnaires were mailed to a sample of those visitor parties who, while registering at the reception desk at the VRC, indicated a home address on Cape Breton Island. Virtually all (97.1%) of these local visitor parties (2,130 parties) responded in English.

Trip Characteristics

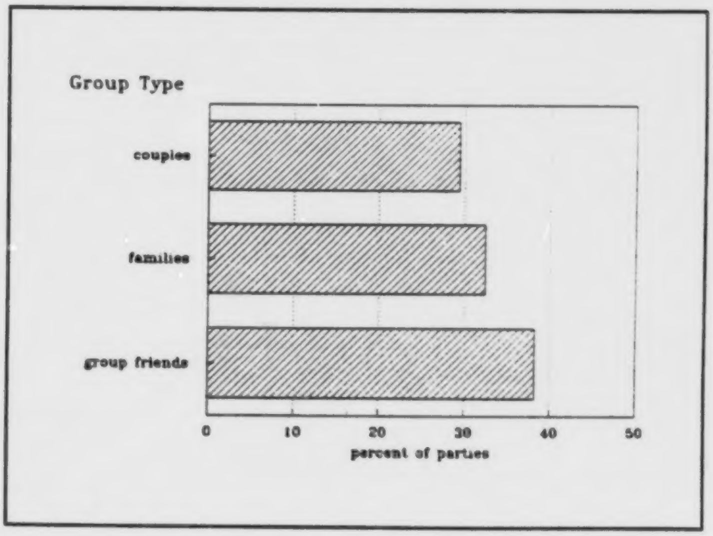
The Fortress was the main destination for 88.2% of these local visitors. Over half (58.8%) visited the Fortress with friends or relatives, and only 38.2% recorded this as their first visit to the Fortress. On average, respondents had visited the Fortress 3.1 times previously, with the range extending from 0 (for first time visitors) to 25 times for repeat visitors. For 11.8%, this was the third visit, the largest single category of repeat visits.

Influences

The most important factors influencing this visit to the Fortress were:

influence	%
to show friends, relatives	26.5
historical interest	26.5
previous visit (see progress)	20.6
interest, curiosity	11.8

Figure 9



Group Characteristics

The types of visitor party recorded fell into three similarly sized groups: couple (29.4%); family with children (32.4%); and group of friends, relatives (38.2%). (Figure 9)

The average party size was 3.3 persons. The number of parties with at least one person in the following age categories was:

1 - 4 years - 251
5 - 12 years - 564
13 - 21 years - 564
22 - 35 years - 940
36 - 45 years - 689
46 - 64 years - 564
over 65 years - 313

The respondent's age was most often (38.2%) between 22 and 35 years; the most commonly recorded level of education was college or university (38.2%).

Trip Planning

In most cases, the trip to the Fortress was not planned far in advance. Fewer than ten percent of the respondents had planned the trip a month or more earlier. The trip had been planned only one day ahead by approximately twenty percent; 11.8% had planned their visit three days in advance.

Only 5.9% of these visitors would have like further information when planning their trip. Three kinds of additional information were noted equally: the size of the Fortress; restaurants (types, hours); and the weather.

Fortress Visit

The average length of stay at the Fortress was 3.7 hours. The distribution of lengths of stay was as follows:

2 hours - 11.8%
3 hours - 32.4%
4 hours - 35.3%
5 hours - 14.7%
over 5 hours - 5.8%

Almost three quarters (73.5%) of local visitors found the length of their visit "just right". The visit had been "too short" for 23.5%, who felt that they had missed:

- many exhibits (16.5%);
- time to see everything properly (50.0%); and
- some buildings (33.5%).

Fewer than five percent of local visitors encountered difficulty seeing, hearing, or gaining access to the Fortress exhibits, events or buildings. The difficulties recorded related primarily to wheelchair access, not enough guides, and some buildings being closed.

Magazines and Newspapers

The four magazines most often read by local visitors were:

magazine	% reading
National Geographic	23.5
Time	20.6
Macleans	20.6
Atlantic Insight	11.8

Three newspapers were most commonly identified by the local readership:

newspaper	% reading
Cape Breton Post	73.5
Chronicle Herald	58.9
Globe and Mail	14.7

The questionnaire for local non-bus tour visitors was only two pages, and did not include a section seeking suggestions from this visitor category. Detailed statistical printouts of the results of this survey are contained in Appendix 4 (under separate cover).

3.1.3. **Bus Tour Visitors**

It is estimated that 9.818 persons visited the Fortress of Louisbourg between June 9 and September 30, 1989, while on a bus tour. This visitor population had a higher proportion of Francophones than the other visitor categories: over 28.7% responded in French.

Tour Origins

The bus tours originated in a variety of regions; almost half began in the United States.

origin of tour	% of total
Atlantic Provinces	24.4
Quebec	16.7
Ontario	16.2
Other Canada	1.2
USA	41.6

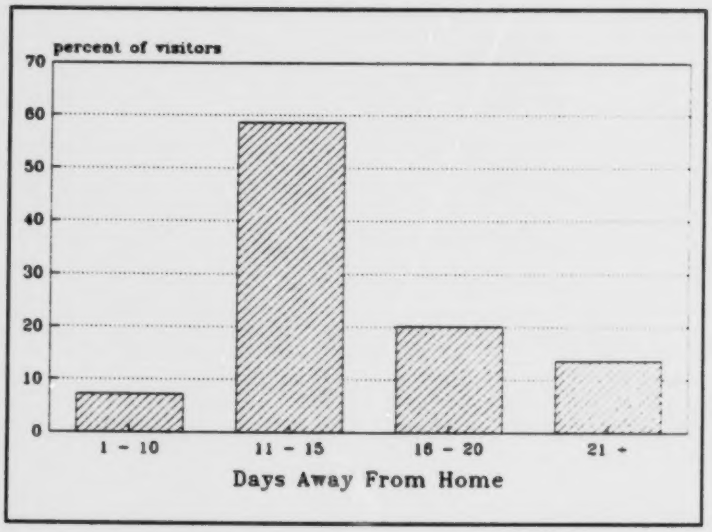
These origins reflect the departure points of the tours, not necessarily the residences of the visitors themselves. For example, some bus tour passengers had come from Europe.

Tour Characteristics

These visitors are generally older than the other visitor populations:

12 - 21 years - 1.6%
22 - 35 years - 3.6%
36 - 45 years - 4.7%
46 - 64 years - 42.7%
over 65 years - 43.2%

Figure 10



The average length of time away from home on these tours is 18.3 days, with the majority indicating trip lengths of between 11 and 15 days (Figure 10). An average of 2.5 days was spent on Cape Breton Island; most (46.6%) were on the Island for two days.

Three quarters (74.8%) of bus tour visitors knew in advance that their tours were going to visit the Fortress, although only 12.7% stated that this had been a major consideration in selecting the tour package. It was the first visit to the Fortress for 92.7% of these visitors; for repeat visitors, no one had visited the Fortress previously more than three times.

The vast majority (83.3%) of bus tour visitors found the information they had received to be sufficient. Those who would have like more material sought information on the Fortress itself, activities and facilities, and the site.

Trip Characteristics

The bus tours normally visited most other areas of Atlantic Canada:

other area	% of tours visiting
Prince Edward Island	87.5
Mainland Nova Scotia	94.0
New Brunswick	93.4
Newfoundland	23.5

The top attractions in Atlantic Canada, as identified by the bus tour visitors, are indicated in Table 2. The attractions shown in the table were selected on the basis of having been cited by at least three percent of bus tour respondents. In terms of ranking, the top five attractions in Atlantic Canada appear to be:

1. Fortress of Louisbourg
2. Cabot Trail
3. Peggy's Cove
4. Grand Pre
5. Cape Breton Highlands National Park.

Most bus tour visitors planned their trip only a few weeks before departure: on average, only 2.8 weeks ahead. Fewer than five percent planned the trip only a few days in advance. At the other end of the scale, 16.5% planned the trip months beforehand.

Fortress Visit

Bus tour visitors stayed an average of 2.6 hours at the Fortress. Only 37.0% indicated that their length of stay was "just right". Over half (55.1%) found that their visit had been "too short". Most often, these visitors felt that they had missed:

- time to see the Fortress thoroughly (41.6%);
- some of the buildings, other parts of the Fortress (15.5%); and
- "a lot", everything (8.9%).

Visitor satisfaction with various aspects of their visit to the Fortress was estimated to be generally very high. The levels of satisfaction recorded are shown in Table 3. With the exception of the service available in the gift shop, it can be seen that overall satisfaction with the Fortress, its services and facilities, was rated highly.

Table 2

Most Memorable Attractions in Atlantic Canada as Identified by Bus Tour Visitors (%)

Attraction	First Choice	Second Choice	Third Choice	Fourth Choice	Fifth Choice	Total
Fortress of Louisbourg	17.5	19.9	9.0	5.2	3.5	55.1
Cabot Trail	10.0	4.4	4.5	4.3	8.3	31.5
Peggy's Cove	9.9	4.2	3.2	3.8	2.7	23.8
Grand Pre	13.3	2.6	1.3	0.6	0.5	18.3
Cape Breton Highlands N.P.	0.3	1.6	14.2	1.7	0.3	18.1
Acadian Village	0.5	1.1	2.0	12.9	1.1	17.6
Halifax	3.7	5.3	4.7	2.2	1.6	17.5
Prince Edward Island	4.3	3.5	2.3	3.2	3.4	16.7
Green Gables	1.9	6.4	1.4	3.6	3.0	16.3
Alexander Graham Bell Museum	1.6	2.5	5.0	2.6	3.5	15.2
Port Royal	0.1	0.7	1.0	0.3	12.5	14.6
The Citadel	1.1	2.6	3.9	1.0	0.6	9.2
Woodleigh Replicas	0.1	0.67	0.1	1.5	3.4	5.8
Cape Breton Island	1.1	3.2	0.0	0.2	0.9	5.4
Bay of Fundy	0.3	0.0	3.5	0.3	0.1	4.2
None	16.5	19.6	22.4	28.7	41.2	n.a.

n.a. = not applicable

Table 3

Levels of Satisfaction with Fortress Visit
Bus Tour Visitors (%)

Park Feature	Level of Satisfaction* 1	2	3	4	5	6	7	No Opinion**
Exhibits, displays	2.1	1.3	0.6	8.4	11.4	25.2	41.2	3.3
Costumes and historic roles	2.1	0.7	0.0	4.3	5.4	20.6	60.0	1.4
Park staff	2.2	1.2	0.0	5.4	3.9	17.5	62.2	2.1
Food services	2.4	0.6	1.6	10.3	7.8	8.7	15.0	49.6
Information on the Fortress	2.6	1.0	1.8	21.9	12.3	21.2	28.7	8.0
Souvenirs, Gift Shop	15.9	2.6	4.8	24.4	8.4	4.4	4.7	29.3

* Respondents were asked to rate their level of satisfaction by circling a number between 1 and 7, with 1 = Extremely Dissatisfied; 4 = Neutral; and 7 = Extremely Satisfied. There were also spaces to indicate "No Opinion" and "Not Applicable".

** This column combines the responses from "No Opinion" and "Not Applicable".

Suggestions

In response to a question inviting suggestions on how to improve the visit to the Fortress, bus tour passengers submitted a variety of recommendations (although fewer than half the respondents chose to offer any comment). The suggestions most often recorded were:

- building identifiers (3.0%);
- coffee shop or other restaurant (3.4%);
- map of site to allow planned visit (1.9%); and
- more services for the handicapped (1.9%).

Many other interesting and innovative suggestions were put forth; this information is contained in Appendix 5 (under separate cover). For full details, it is recommended that the completed questionnaires be examined.

Newspapers and Magazines

The bus tour passengers were generally older than other Fortress visitors, and this is reflected in the magazines more frequently read:

magazine	% reading
Readers' Digest	28.1
U.S. News	14.2
National Geographic	6.3
women's magazines	5.8
Time	5.8
Maturity (and other retirement magazines)	3.7

Only one newspaper was identified as having a significantly large readership among the bus tour visitors: the Wall Street Journal was read by 8% of respondents.

3.1.4. Special Issues

There were several issues addressed by the visitor surveys in the summer of 1989, which are examined in more detail here:

- possible demand for accommodation at the Fortress and in other areas of the Park; and
- food services at the Fortress.

Demand for Accommodation on Site

Non-local visitors (bus tour and non-bus tour) were asked if they would have stayed in "quality modern accommodation within an historic building, located within the historic Fortress of Louisbourg at $150 per night (double occupancy) including meals", had such accommodation been available. Responses were similar for both group:

	yes	no	do not know
non-bus tour visitors	14.5%	64.5%	19.2%
bus tour passengers	14.6%	63.7%	18.5%

The majority of visitors (approximately 64%) indicated that they would not be interested in the accommodation described, the 15% who responded "yes" represent 3,760 non-bus tour visitors and 1,436 bus tour passengers.

When responses to this question by non-local non-bus tour visitors are examined in relation to the type of accommodation used the night before the visit to the Fortress, it seems that those staying in roofed accommodation favour the idea somewhat more than those using other forms of accommodation (Table 4).

Table 4

Interest in Quality Accommodation on Site (%)

Accommodation Used on Previous Night	Would Stay	Would Not Stay	Do Not Know
home of friends, relatives	15.9	73.1	11.0
commercial, roofed	17.8	58.4	22.2
campground	6.9	72.3	18.4
other	7.9	81.4	

108

Non-local non-bus tour visitors were also asked if they would use a campground within a "15-minute drive of the Fortress along the Atlantic Coast on a sandy beach". Responses were as follows:

yes - 41.7%
no - 46.0%
do not know - 10.3%

Table 5 is a similar comparison of the relationship between accommodation usage the night before the Fortress visit by non-local non-bus tour visitors with their responses to the question about a proposed campground. This table shows that those currently using a campground would be most interested in such a facility,and that there would also be support from those presently staying with friends and relatives and those using other accommodation types.

Table 5

Interest in a Campground near the Fortress

Accommodation Used on Previous Night	Would Stay	Would Not Stay	Do Not Know
home of friends, relatives	39.4	41.8	17.0
commercial, roofed	18.2	66.2	14.4
campground	91.1	4.9	1.6
other	35.9	57.0	3.3

For those who responded that they would indeed use this campground, the following types of services were identified as required:

services	% of "yes" respondents
unserviced site with central services ($6.00)	51.3
water and electric hook-ups ($15.00)	27.3
3-way hook-ups ($16.00)	22.8
electric hook-ups ($14.25)	8.6

Demand for unserviced sites ranks the highest; there would also be a significant demand for serviced (2-way and 3-way) sites on almost a 50:50 basis.

Food Services

None of the surveys directly approached the issue of food services at the Fortress. However, a number of indicators from the surveys provide information on the subject.

The "importance-performance" survey showed that the areas which scored relatively low levels of satisfaction concerned the gift shop and souvenirs, and information for trip planning. Satisfaction levels closer to "neutral" than "extremely satisfied" were recorded for trip planning information on the weather, accommodation and food services, and recreational activities. While the importance of this information was also ranked close to "neutral", there nevertheless appears to be an area of dissatisfaction concerning the accommodation and restaurants. Linking these results with suggestions from the other surveys points to the area of food services as one warranting some attention.

Non-local non-bus tour visitors made a number of suggestions concerning food services. The recommendations included the following:

suggestion	% of visitors
place serving other than period food	10.8
picnic grounds, park benches	4.5
more restaurants (too crowded now)	2.8
tavern or hotel	1.2
advance information about restaurants	0.7

Bus tour passengers also made several suggestions related to food services at the Fortress:

suggestion	% of visitors
coffee shop or other restaurant	3.4
tavern on site	1.5
picnic area, rest area	1.1
period candy	0.2
longer hours in shop, restaurant	0.1

While these suggestions do not depict the food services situation as an overwhelming problem, they do suggest that visitors consider the area as needing some improvement.

3.1.5. Comparisons with Earlier Surveys

Earlier surveys of visitors to the Fortress of Louisbourg were carried out in 1977 and in 1986. Although somewhat different methods were used to gather information in these surveys, it is possible to provide a comparison of their results. For the 1989 data, results from the non-bus tour surveys (local and non-local) were used.

Language

Fairly consistent proportions of the visitor population use English and French:

Language	1977	1986	1989
English	89%	82%	88%
French	11%	18%	12%

Origin

Similarly, the origin of visitors has not changed dramatically:

Origin	1977	1986	1989
Nova Scotia	27%	21%	22%
Other Atlantic	6%	8%	8%
Quebec	14%	18%	12%
Ontario	24%	21%	20%
Other Provinces	6%	5%	10%*
USA	22%	25%	29%
Other Foreign	n.a.	3%	n.a.

* includes "foreign"

Party Size

The average party size has decreased steadily since 1977:

1977 - 4.0 persons
1986 - 3.1 persons
1989 - 2.8 persons.

Length of Stay

On the other hand, the length of time visitors spend at the Fortress has risen steadily:

1977 - 164 minutes
1986 - 216 minutes
1989 - 300 minutes.

First Visit

The number of visitors who are making their first visit to the Fortress appears reasonably constant over the years surveyed:

1986 - 74%
1989 - 73.6%.

Time Spent on Cape Breton Island

The 1986 survey measured the time Fortress visitors spent on Cape Breton Island by the number of nights, whereas the 1989 surveys measured this by the number of days. These two measures are not necessarily comparable. On average, however, the average length of time was:

1986 - 3.8 nights
1989 - 4.1 days.

Accommodation Location

The location of the accommodation used for the nights prior to and following the Fortress visit remained quite constant:

night before

1986 - 92% stayed on Cape Breton Island
1989 - 91.3% stayed on Cape Breton Island

night following

1986 - 74% stayed on Cape Breton Island
1989 - 71.4% stayed on Cape Breton Island.

Age Distribution

The age categories varied between surveys, making it difficult to compare the age distribution of Fortress visitor parties.

1986

Category	%
under 12	12
12 - 16	8
17 - 29	16
30 - 44	26
45 - 64	29
65 +	9

1989

Category	%
under 12	16.1
13 - 21	8.2
22 - 35	19.6
36 - 45	20.4
46 - 64	26.1
65 +	10.0

Overall, these surveys provide corroborative results in several areas: language, origin, first visit, and accommodation usage. They also identify areas of change. The two areas most evident are the decreasing party size and the increasing length of time being spent visiting the Fortress.

3.2. LIGHTHOUSE POINT VISITORS

Lighthouse Point is situated across the harbour from the Fortress: visitors to this day use area were interviewed personally as they were returning from the Point. There were 9,310 visitor parties to the Point between June 30 and September 5, 1989.

Language, Origin

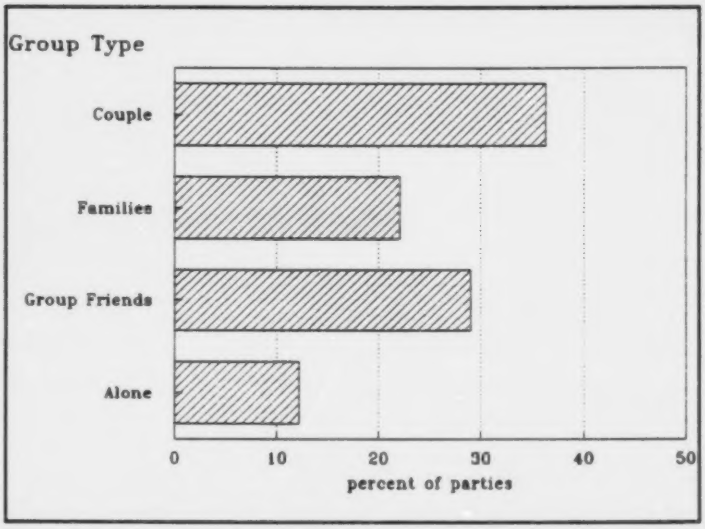
English was spoken by 95.2% of these visitors, who came from the following origins:

origin	% of total
local (Cape Breton)	32.0
Nova Scotia (excl. Cape Breton)	9.6
other Atlantic Provinces	6.3
Quebec	7.9
Ontario	20.0
Other Canada	4.1
USA	20.1

Group Characteristics

The average party size for Lighthouse Point was 2.6 persons, with these proportions of party composition: couple (36.3%); group of friends or relatives (29.0%); family with children (22.1%); and travelled alone (12.2%) (Figure 11).

Figure 11



The number of parties with at least one person in the following age groups was:

1 - 4 years - 763
5 - 12 years - 1789
13 - 21 years - 1519
22 - 35 years - 3524
36 - 45 years - 3032
46 - 64 years - 3437
65 + years - 1311

The individuals being interviewed fell into the following age categories

13 - 21 years - 6.0%
22 - 35 years - 31.7%
36 - 45 years - 24.4%
46 - 64 years - 28.7%
over 65 years - 9.1%

Destinations

Most (68.4%) of the Lighthouse Point visitors were aware that it was part of the Fortress of Louisbourg National Historic Park. It was the main trip destination for fewer than one quarter (22.4%) of visitors. For those who indicated that Lighthouse Point was not the main destination, 68.9% stated that the Fortress or the Visitor Reception Centre was their main destination. On the other hand, 11.7% of the visitors declared that they had no main destination.

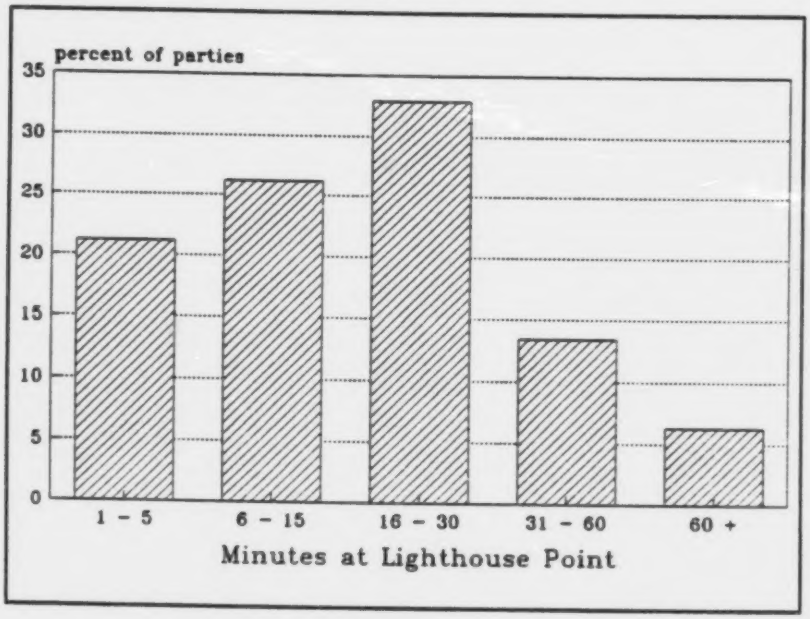
Approximately half (47.7%) of these visitors had visited the Fortress earlier the same day;

another 7.1% said that they would be visiting the Fortress later that day. A significant proportion (39.3%) had visited the Fortress of a previous occasion; 26.6% in the year 1988.

Repeat Use

For 61.5%, this was their first visit to Lighthouse Point. On average, they spent 28.8 minutes at the Point; this varied from one minute to eight hours (Figure 12). The average number of visits to the Point between July 1, 1989 and August 31 1989, 1989 was estimated at 6.4 visits.

Figure 12



Activities and Attractions

Many activities were identified as popular for Lighthouse Point:

activity	% participating
photography	40.4
sightseeing	22.7
walking/climbing on rocks	17.5
driving around the area	10.2
watching waves, surf	10.1
heritage appreciation	8.2
picnicking	7.6

The main reasons identified for visiting Lighthouse Point that day were:

reason for visit	% of visitors
scenery, sightseeing	30.2
to see the lighthouse	11.4
out on a drive	9.9
to take pictures	6.1
saw it from the Fortress	5.1
to have a picnic	5.1
to watch the surf	5.0

Visitors were asked to identify what they considered the most important and outstanding features of Lighthouse Point. The responses are shown in Table 6.

One quarter (25.0%) of visitors said that they had always known of the existence of Lighthouse Point. For 21.9%, their awareness of the Point had come from Canadian Parks Service signs; for 17.3%, from friends and relatives; and for 8.9%, Canadian Parks Service staff.

Table 6

Outstanding Features of Lighthouse Point Identified by Visitors (%)

Feature	First Mention	Second Mention	Third Mention	Total
scenery, views	40.8	6.7	2.5	50.0
surf/waves	13.9	8.9	2.3	25.1
rocks	9.9	7.0	1.0	17.9
ocean	5.7	3.8	1.6	11.1
the lighthouse	9.4	3.0	1.5	7.5
landscape, shoreline	2.6	3.9	1.0	7.5
ruins, history	4.8	2.1	0.0	6.9

Suggestions

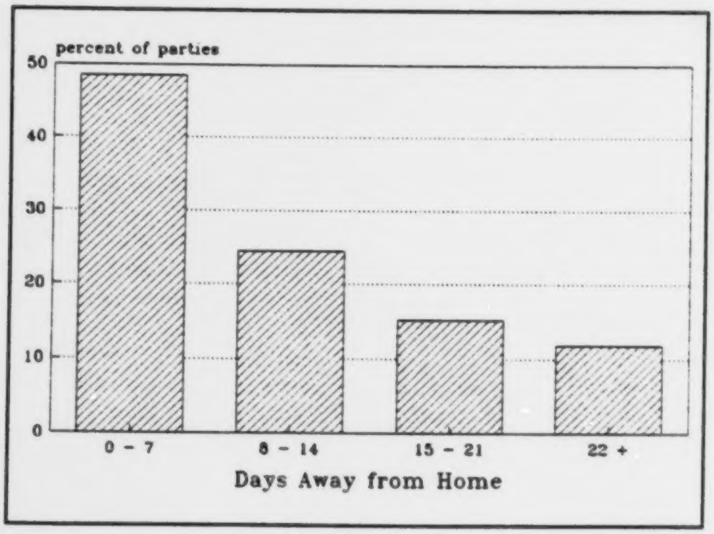
A number of suggestions were made in response to a questions about how to make the visit to Lighthouse Point more enjoyable:

suggestion	% of visitors
no development	13.7
establish a picnic area	11.0
washrooms (improve, install near Point)	7.3
improve the road	7.3
put in a restaurant	6.2
provide more information	4.5
access to lighthouse	4.2
better historical information	2.7

Trip Characteristics

For visitors to Lighthouse Point, the average length of trip away from home was 12.7 days. This ranged from a low of one day to over one hundred days (Figure 13). The single largest category of response (12.0%) was a trip lasting fourteen days. The average length of stay on Cape Breton Island was 4.4 days; most (63.6%) stayed on the Island between two and five days.

Figure 13



Only 2.6% of all visitors had spent the previous night off Cape Breton Island (3.9% of non-local visitors). The type of accommodation being used before was:

accommodation	% of visitors
commercial, roofed	47.2
campground	25.2
friends, relatives	18.2
private home	8.3

In contrast, 8.4% of all Lighthouse Point visitors planned to spend the night following their visit off Cape Breton Island. This represents 12.5% of non-local visitors. The type of accommodation used the night after is similar to that used the night before:

accommodation	% of visitors
commercial, roofed	39.6
campground	20.9
friends, relatives	19.9
private home	9.2
"don't know"	8.2

Detailed statistical printouts of the analysis of the Lighthouse Point questionnaires are contained in Appendix 6 (under separate cover).

3.3. KENNINGTON COVE VISITORS

Kennington Cove is a beach and picnic area some distance along the coast from the Fortress; it is not known by many non-local visitors. In fact, over three quarters (76.1%) of the 5,485 visitors to the Cove were Cape Breton residents. Visitors origins were identified as:

origin	% of total
local (Cape Breton)	76.1
Nova Scotia (excl. Cape Breton)	5.4
other Atlantic Provinces	4.9
Quebec	2.4
Ontario	7.1
Other Canada	1.8
USA	2.3

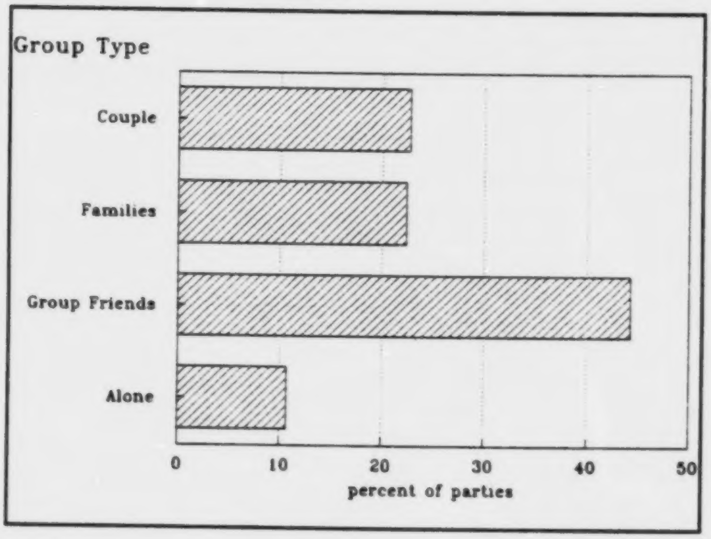
Group Characteristics

Virtually all (99.8%) of these visitors spoke English. The average party size was 3.2 persons, and most (39.3%) respondents were fairly young (22-35 years), with ages in the following distribution:

age group	% of visitors
13-21	11.5
22-35	39.3
36-45	28.8
46-64	15.4
65 +	5.0

Most visitor parties (44.3%) were groups of friends or relatives, while almost identical proportions of couples (22.7%) and families with children (22.4%) visited the Cove. The remaining 10.7% were individual visitors travelling alone (Figure 14).

Figure 14



The number of parties with at least one person in the following age groups was:

1 - 4 years	983
5 - 12 years	1553
13 - 21 years	1426
22 - 35 years	2567
36 - 45 years	1871
46 - 64 years	998
65 + years	668

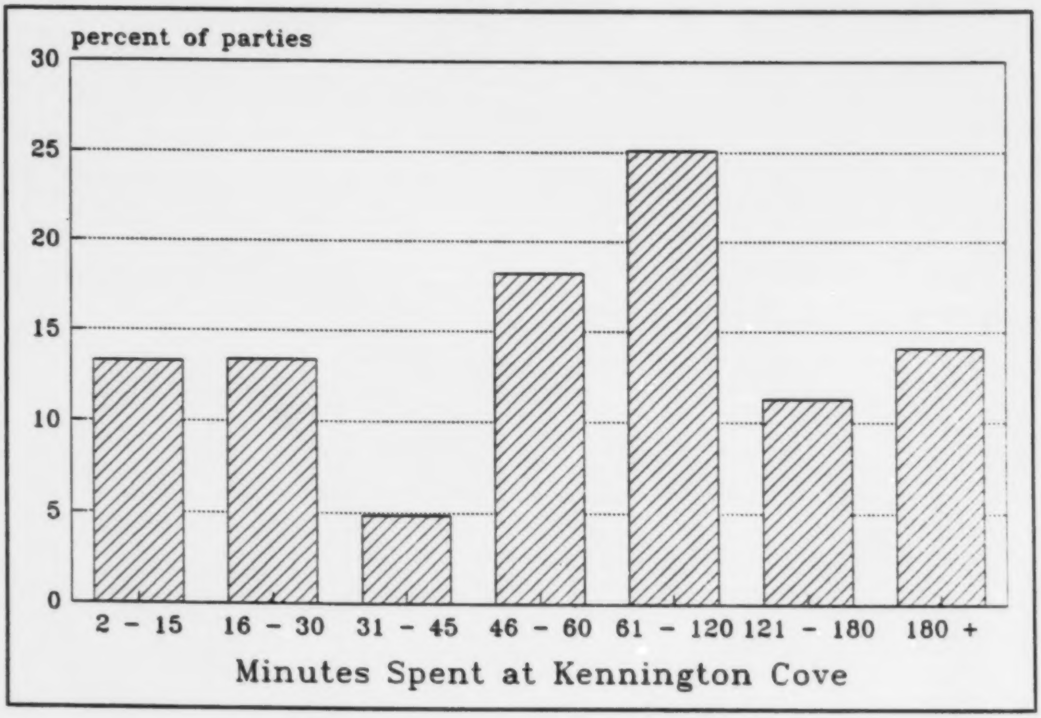
Destinations

The vast majority (91.6%) was aware that Kennington Cove is part of the Fortress of Louisbourg National Historic Park. The Cove was the only destination for 78.5% of visitors' trips away from home that day. The Fortress was the main destination for 11.1% of Kennington Cove visitors. Only 7.9% of visitors had visited the Fortress that day before coming to Kennington Cove, while 3.7% planned to visit the Fortress later that same day. In total, 85.8% indicated that they had visited the Fortress in the past: 46.2% of these visits had occurred within the last two years (i.e., 1987, 1988).

Repeat Use

Most (84.3%) Kennington Cove visitors were repeat visitors. Their average length of stay at the Cove was 107.5 minutes, or approximately one hour and forty-five minutes (Figure 15). The average number of visits is estimated at 7.5 between July 1, 1989 and August 31, 1989. This figure ranged from one to sixty visits expected.

Figure 15



Trip Characteristics

Fewer than one quarter of the Cove visitors had their permanent residence off Cape Breton Island. For most of these visitors, the previous night had been spent in the Sydney area; approximately 20% had spent the night in the local Louisbourg area. Two thirds of these non-local visitors had stayed with friends or relatives. The night following their visit to Kennington Cove was generally spent in the same area and form of accommodation as had been the night prior to their visit.

These same non-local visitors were away from home an average of 13.0 days. Their anticipated stay on Cape Breton Island formed a substantial potion of this time: an average of 9.7 days.

Activities and Attractions

Respondents in the Kennington Cove survey were asked about the time they had spent participating in various activities while at the Cove:

activity	average time spent
swimming, sunbathing	77.3 minutes
picnicking	55.4 minutes
beach walking	48.2 minutes
other	66.0 minutes

The five reasons given most often for visiting Kennington Cove were:

reason for visit	% of visitors
swimming	24.7
sightseeing, exploring	12.6
to visit the beach	11.3
out for a drive	7.9
picnicking	4.8

Facilities and Services

The level of satisfaction with the services and facilities at Kennington Cove was assessed: generally, fairly high levels were recorded. Table 7 provides a summary of these assessments.

Table 7

Levels of Satisfaction with Facilities and Services
Kennington Cove Visitors (%)

Service/ Facility	1	2	3	4	5	6	7	No Opinion
	Level of Satisfaction*							
picnic facilities	-	2.1	3.2	6.5	16.4	16.1	45.9	9.5
supervised swimming	23.8	8.1	9.1	9.1	6.9	5.1	23.7	13.1
parking lot location	4.4	2.5	0.9	4.0	11.9	18.5	57.4	0.2
washrooms	4.9	3.1	8.9	9.8	10.7	9.1	27.9	25.2
beach patrols	18.9	5.3	4.3	7.4	13.0	4.4	13.0	33.3
natural environment	0.2	-	1.1	1.7	5.1	17.4	73.8	-

* Respondents were asked to rate their level of satisfaction by circling a number between 1 and 7, with 1 = Extremely Dissatisfied; 4 = Neutral; and 7 = Extremely Satisfied.

Visitors were also asked about the level of importance they gave to each of the same services and facilities. The results of this rating are presented in Table 8. Most of the services and facilities were viewed as very important, with the possible exception of the need for the beach to be uncrowded. Picnic facilities, washrooms, and a natural environment are the most important features of an ideal beach for these visitors.

Table 8

Rating of Importance for Facilities and Services
Kennington Cove Visitors (%)

Service/ Facility	Level of Importance*							No
	1	2	3	4	5	6	7	Opinion
beach patrol	6.6	1.9	1.5	5.9	13.0	17.0	53.5	-
parking near beach	9.6	1.8	7.3	7.1	14.6	13.9	45.2	-
picnic facilities	3.4	1.0	-	6.1	10.2	9.6	69.2	-
natural environment	2.5	1.1	2.0	6.9	10.6	5.3	71.0	-
washroom facilities	1.4	1.7	2.2	6.9	7.6	9.0	70.1	-
lifeguards	3.7	1.0	2.0	6.8	10.6	5.8	69.4	-
uncrowded beach	10.2	5.4	8.0	18.3	9.2	11.2	36.9	-
change rooms	10.8	2.3	3.5	7.0	15.6	6.3	54.0	-

* Respondents were asked to rate the level of importance by circling a number between 1 and 7, with 1 = Extremely Unimportant; 4 = Neutral; and 7 = Extremely Important.

When the averages of the importance ratings are subtracted from the averages of the satisfaction ratings in each of the comparable categories, an indication of the performance of the Cove in meeting visitors' expectations or needs can be derived. Table 9 provides these average ratings and their differences. From this table and Figure 16, it can be seen that successful performance has been achieved for the location of the parting lot, the natural setting, and the provision of picnic facilities. Areas identified as requiring possible remedial action, however, include supervised swimming, patrolling of the beach, and washroom facilities.

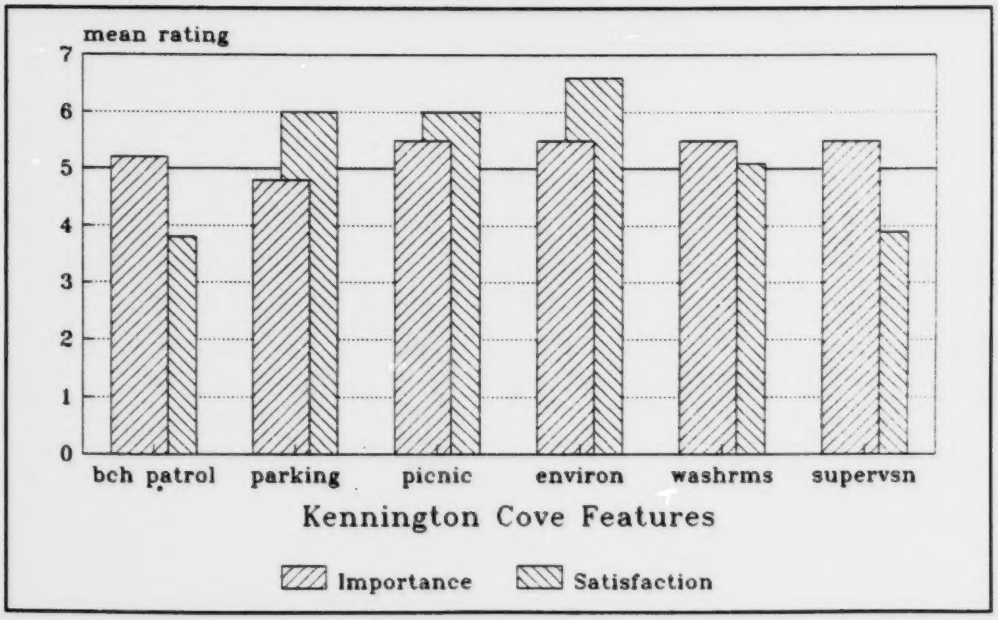
Table 9

Mean Rating Values of Importance and Satisfaction for Selected Features at Kennington Cove

Feature	Importance	Satisfaction	Difference*
1. beach patrol	5.2	3.8	- 1.4
2. parking lot location	4.8	6.0	+ 1.2
3. picnic facilities	5.5	6.0	+ 0.5
4. natural environment	5.5	6.6	+ 1.1
5. washroom facilities	5.5	5.1	- 0.4
6. supervised swimming	5.5	3.9	- 1.6
7. uncrowded beach	4.4	n.a.	-
8. change rooms	4.9	n.a.	-

* satisfaction rating minus importance rating
n.a. = not available

Figure 16



With the exception of "supervised swimming" and "beach patrol", low levels of dissatisfaction were recorded. For these two services, however, there appears to be some kind of service shortfall.

Visitors to Kennington Cover were asked what facilities or services should be offered at the Cove, to make their visit more enjoyable: half (50.9%) indicated nothing was needed. The other half included in their suggestions:

suggestion	% of visitors
store, canteen	11.2
change rooms/showers	9.4
lifeguards	3.9
better walkways	3.9
camping facilities	3.2

Features

The most outstanding features, as identified by visitors at Kennington Cove are shown in Table 10.

Table 10

Outstanding Features of Kennington Cove
Identified by Visitors (%)

Feature	First Mention	Second Mention	Third Mention	Total
natural scenery	27.5	5.3	5.6	38.4
sand beaches	24.1	8.4	1.8	34.3
waves	11.4	15.1	2.8	29.3
clean	4.5	5.4	4.3	14.2
salt water	6.2	6.3	1.5	14.0
view	8.4	1.6	0.1	10.1
pretty, beauty	5.5	1.5	0.3	7.3

The natural environment and scenery form the top feature of the Cove, closely followed by the sand beaches. Also pointed out by a large number of visitors were the waves.

When asked how they had learned about Kennington Cove, 50.6% of the visitors said that they had always known it existed; a further 38.6% had been told about the Cove by friends and relatives. (This is not surprising when it is recalled that over three quarters of the visitors are local residents). Park signs and advertising were identified as sources of information for 6.2% of visitors.

Suggestions

Most Cove visitors (53.1%) registered dissatisfaction with the road to the beach. Many (15.1%) found it too narrow, while a few more (16.1%) did not like driving on a gravel road. Another 7.0% found the road too rough, 5.3% found it too dusty or dirty, and 4.1% stated simply that it was too long.

Many suggestions for improving Kennington Cove were put forth by visitors interviewed. A summary of these suggestions is presented in Table 11. The figures indicate that better roads and a canteen are considered most important, while an almost equal number do not want to see any commercial development of the site. Visitors were almost evenly divided on the question of commercial development. More facilities, signs and fewer bugs would also be appreciated.

Table 11

Suggestions for Improving Visit to Kennington Cove
as Identified by Visitors (%)

Feature	First Mention	Second Mention	Third Mention	Total
better roads	6.6	1.5	0.2	8.3
canteen	4.8	3.5	0.0	8.3
no commercial development	7.4	0.5	0.0	7.9
more signs	5.6	1.4	0.0	7.0
more facilities	0.5	5.4	0.0	5.9
fewer bugs	4.0	0.2	0.3	4.5
pave the road	4.2	0.2	0.0	4.4
camping facility	4.1	0.2	0.0	4.3

Other Beach Use

Over eighty percent (82.1%) of Cove visitors used other beaches on Cape Breton Island; thirty-seven other beaches were mentioned. Of these, three stand out as being used more than the others, as shown here in Table 12:

Table 12

Other Beaches on Cape Breton Island used by Visitors to Kennington Cove (%)

Beach	First Mention	Second Mention	Third Mention	Fourth Mention	Total
Mira	27.1	9.7	3.2	0.8	40.8
Ingonish	24.5	8.2	5.2	0.9	38.8
Dominion	9.3	9.1	2.0	0.8	21.2

For those visitors who also used other beaches, 56% rated Kennington Cove as above average, or superior; the two main reason for this high ranking were cleanliness and the waves. Only 4.8% considered the Cove to be below average.

4. VISITOR SEGMENTATION ANALYSIS

Each of the visitor sub-populations was analyzed on the basis of origin. Origins were grouped into seven categories:

- Cape Breton Island
- Nova Scotia (excluding Cape Breton)
- Other Atlantic Provinces
- Quebec
- Ontario
- Other Canadian Provinces
- USA.

The responses to various questions in each survey were analyzed, broken down by these seven origins. The following tables provide summaries of visitor and trip characteristics for visitors to the Fortress itself (non-bus tour and bus tour); to Lighthouse Point; and to Kennington Cove.

4.1. NON-BUS TOUR VISITORS

Information from non-bus tour visitors (local and non-local) is presented in Table 13, broken down by origin group. The table shows a number of anticipated results: visitors from further origins are away from home for longer periods of time; fewer visitors from these further origins identified the Fortress as a main destination; and more first time visitors came from further origins. The average length of time spent on Cape Breton Island was fairly consistent across all origin groups: approximately four days. Although there is a clear relationship with the distance travelled, the Fortress was nevertheless a main destination for at least 30% of visitors. Other main attractions visited by high proportions of all origin groups were the Cabot Trail and the Alexander Graham Bell Museum in Baddeck.

Further information was required by low proportions of these visitors, while those living closer to the Fortress (Nova Scotia excluding Cape Breton, and Other Atlantic Provinces) apparently required more material than those coming from further away.

Table 13

Trip and Visitor Characteristics, Non-Bus Tour Visitors to the Fortress

Characteristic	Cape Breton	Other Nova Scotia	Other Atlantic	Quebec	Ontario	Other Provinces	USA
(Number of visitor parties)	(2130)	(3980)	(2186)	(3419)	(5634)	(2691)	(7988)
Average # days away from home	n.a.	4.9	8.7	12.5	16.7	27.0	19.3
Average # days on Cape Breton	n.a.	3.7	4.6	4.0	4.1	4.1	4.2
Fortress a main destination (%)	88.2	63.5	41.9	32.1	38.0	33.3	30.8
Other main destinations (%):							
Nova Scotia, in general	n.a.	0.0	3.2	9.4	4.1	0.0	15.1
Maritimes	n.a.	0.0	3.2	22.6	14.0	19.0	13.0
Cabot Trail	n.a.	11.5	6.5	15.1	5.8	4.8	6.8
None (touring)	n.a.	5.8	16.1	1.9	7.4	14.3	8.2
Visited the following (%):							
Cabot Trail	n.a.	71.2	61.3	84.9	81.8	90.5	89.0
Miners Museum	n.a.	21.2	25.8	20.8	26.4	23.8	13.0
AGB Museum	n.a.	50.0	48.4	54.7	46.3	57.1	54.1
Marconi Site	n.a.	3.8	12.9	9.4	9.9	9.5	11.0
St. Peter's Canal	n.a.	15.4	32.3	13.2	11.6	9.5	15.1
Purchases in Louisbourg (%)	n.a.	63.5	74.2	90.6	81.0	85.7	74.0

. . continued

Table 13 (continued)

Trip and Visitor Characteristics, Non-Bus Tour Visitors to the Fortress

Characteristic	Cape Breton	Other Nova Scotia	Other Atlantic	Quebec	Ontario	Other Provinces	USA
(Number of visitor parties)	(2130)	(3980)	(2186)	(3419)	(5634)	(2691)	(7988)
First visit to Fortress (%)	38.2	57.7	58.1	83.0	67.8	90.5	89.7
Average # of prior visits	3.1	0.8	0.8	0.3	0.5	0.1	0.2
Needed more information (%)	5.9	11.5	12.9	13.2	8.3	0.0	6.8
Average length of stay (hours)	3.7	4.9	4.6	5.2	5.0	5.1	4.9
Satisfied with length of stay (%):							
too long	0.0	1.9	0.0	1.9	0.0	0.0	2.1
just right	73.5	65.4	51.6	62.3	51.2	52.4	67.8
too short	23.5	30.8	48.4	34.0	45.5	47.6	26.7
Average party size:							
No. of persons	3.3	3.0	3.7	2.5	2.8	2.8	2.7
Composition of party (%):							
travelled alone	0.0	0.0	3.2	0.0	4.1	9.5	1.4
couple	29.4	26.9	32.3	37.7	44.6	57.1	61.6
family with children	32.4	42.3	51.6	34.0	28.1	14.3	13.7
group of friends, relatives	38.2	25.0	12.9	24.5	15.7	19.0	17.1
club, organization	0.0	1.9	0.0	1.9	0.8	0.0	0.7

. . continued

Table 13 (continued)

Trip and Visitor Characteristics, Non-Bus Tour Visitors to the Fortress

Characteristic	Cape Breton	Other Nova Scotia	Other Atlantic	Quebec	Ontario	Other Provinces	USA
(Number of visitor parties)	(2130)	(3980)	(2186)	(3419)	(5634)	(2691)	(7988)
Most memorable attractions* on trip (%):							
Fortress of Louisbourg	n.a.	82.7	80.6	79.2	81.9	80.9	78.8
Cabot Trail	n.a.	59.5	38.8	51.0	60.3	61.8	41.9
Cape Breton Highlands	n.a.	5.7	3.2	3.8	7.4	9.5	15.7
Halifax	n.a.	0.0	6.4	15.2	16.5	14.4	24.6
AGB Museum	n.a.	40.3	38.8	22.6	15.7	4.8	21.3
general scenery	n.a.	13.4	9.7	13.3	9.2	0.0	11.0
Miners Museum	n.a.	17.2	16.1	7.6	13.2	9.6	4.9
Caraquet	n.a.	0.0	0.0	13.2	0.0	0.0	2.1
PEI	n.a.	5.7	9.6	11.3	24.8	19.0	19.8
Main influence to visit Fortress (%):							
historical significance	26.5	40.4	35.5	54.7	32.2	33.3	24.0
previous visit	29.6	17.3	19.3	3.8	14.0	4.8	5.5
advertising, articles	2.9	9.6	3.2	13.2	5.0	0.0	27.4
recommended	5.9	27.0	29.1	28.3	28.1	42.9	34.3
show friends, relatives	26.5	11.5	6.5	0.0	4.9	0.0	0.7

. . continued

Table 13 (continued)

Trip and Visitor Characteristics, Non-Bus Tour Visitors to the Fortress

Characteristic	Cape Breton	Other Nova Scotia	Other Atlantic	Quebec	Ontario	Other Provinces	USA
(Number of visitor parties)	(2130)	(3980)	(2186)	(3419)	(5634)	(2691)	(7988)
Main magazines read (%)							
National Geographic	23.5	15.3	16.2	9.5	7.5	14.3	24.0
Time	20.6	23.1	16.1	5.7	7.5	28.5	17.8
Reader's Digest	8.8	17.3	25.8	7.5	10.8	4.8	8.9
MacLeans	20.6	13.5	19.4	3.8	22.5	9.5	0.0
hobby/crafts	0.0	9.6	9.7	3.8	13.3	14.3	8.9
outdoors/recreation	0.0	1.9	9.7	9.4	5.0	19.0	6.9
Main newspapers read (%)							
local	73.5	28.9	90.3	20.5	45.8	100.0	82.2
Globe and Mail	14.7	15.4	6.5	5.7	30.8	9.6	0.7
Toronto Star	0.0	1.9	0.0	0.0	37.5	0.0	0.0
La Presse	0.0	0.0	0.0	32.1	0.8	0.0	0.0
Ottawa Citizen	0.0	3.8	3.2	7.6	15.0	0.0	0.0
New York Times	0.0	0.0	0.0	0.0	0.0	0.0	10.9

n.a. = not applicable

* specific mentions, not based on any aggregation

Residents of Cape Breton spend a shorter length of time at the Fortress than visitors from other origins (approximately 3.5 hours as compared with 5 hours, respectively). More Cape Breton Islanders (roughly 75%) considered their length of stay "just right": from other origins, approximately 60% felt this way. Cape Breton residents are a significant group of repeat visitors. They average 3.1 times prior to this visit, while for other origins, the number of previous visits was less than one. Several other origins, however, do show high levels of repeat visitation:

* Nova Scotia (excluding Cape Breton) - 42.3%
* Other Atlantic provinces - 41.9%
* Ontario - 31.4%.

To assess why these other areas show relatively high levels of repeat visits, information on the visits and the main influences were analyzed (Table 14). It was found that a previous visit was identified as a major influence for visitors from all three origins, along with the historical significance of the Fortress. Showing the Fortress to friends and relatives was a fairly minor motivation for visitors from these three areas.

Table 14

Main Influence First Identified by Repeat Visitors (%)

Influence	Nova Scotia excl. Cape Breton	Other Atlantic Provinces	Ontario
previous visit	40.9	38.5	39.5
historical significance	27.3	46.2	23.7
show friends, relatives	13.6	7.7	2.6
interest, curiosity	4.6	0.0	15.8

Those visitors coming further distances were more often identified as couples. Visitors from closer origins were more often families with children or groups of friends and relatives. In deciding to make this visit, the historical significance of the Fortress and the recommendations of others were the main influences for all non-local visitors. For local visitors, the main influences were previous visits, and to show the Fortress to friends and relatives, as well as the historical significance.

Further segmentation was carried out on the data dealing with non-local non-bus tours visitors to the Fortress. It was hoped that the use of the clustering statistical technique would reveal distinct groupings of visitors based on their trip characteristics. For a number of reasons, (notably the fact that the trip characteristic data were not ideally set up for clustering), this procedure did not yield useful quantitative results, and no clear visitor groups were identified. Because further segmentation of the data was still considered possible, a factor analysis was undertaken in an attempt to determine the key variables to identify or explain differences between visitor parties. This analysis also failed to yield clear quantitative direction or to identify which variables to use for further segmentation. No factor (variable) emerged as explanation for more than 18% of the proportional variation; most were considerable less than even that percentage.

Because of the failure of these statistical techniques to yield substantive results, further segments were developed on the basis of hypothesized or perceived 'a priori' groupings. Five groups were developed:

1. Older Visitors
   key criterion: respondent 65 years old, or older

2. Friends/Relatives
   key criterion: respondent spent the night prior to or following the Fortress visit at the home of friends or relatives

3. Vacationing Families (1)
   key criteria: not in the Older Visitors group; families or couples; stayed in commercial roofed accommodation

4. Vacationing Families (2)
   key criteria: not in the Older Visitors group; families or couples; stayed in campground

5. Remaining Visitors
   key criterion: no major overlap with other groups.

The number of parties in each of these groups, and other characteristics are presented in Table 15. These groups are not entirely mutually exclusive; the first four groups are reasonably distinct but the Remaining Visitors category does contain some overlapping. The key feature which seems to distinguish this last group is that approximately 60% of the parties are comprised of friends or relatives travelling together. A total of 1,781 parties (6.9% of the total number of parties) appeared in two categories. Although these groups were developed 'a priori', they were nevertheless subjected to statistical tests and found to be statistically valid.

The characteristics of these groups reveal difference and similarities. The Vacationing Families (2) were on a vacation of the longest duration (average of 21 days), and the Friends/Relatives group were staying on Cape Breton for the longest time (average of over 5 days). This was the first visit to the Fortress for the majority of all groups. In the case of those staying with friends and relatives, it was the first visit for 52%.

The Fortress was a main destination for roughly one third of all groups, although it was a destination for more of those in the Remaining Visitors groups (44.5%). There were some differences in other destinations: Older Visitors identified Nova Scotia in general as an important destination (16.6%) along with Newfoundland (13.5%); the two Vacationing Families groups revealed similar destinations, with the Maritimes in general forming a large category. Those staying with friends or relatives indicated either no main destination (other than visiting friends or relatives) or Cape Breton in general.

The decision to visit the Fortress was made, on average, 50 days earlier, with the exception of the Remaining Visitors groups, who decided to make the visit 35 days earlier.

Two major influences motivated visitors to visit the Fortress: the historical significance, and the recommendation of other people. For the Friends/Relatives groups, showing the Fortress to friends and relatives was identified as an influence three times more often than by the other groups.

In general terms, the groups had similar proportions visiting other Cape Breton attractions. The Marconi Site, however, attracted over twice the proportion of Older Visitors than other groups, and those in the Friends/Relatives group may have been more likely to visit the Miners' Museum.

Table 15

Characteristics of Five Visitor Groups to the Fortress

	Older Visitors	Friends and Relatives	Vacationing Families (1)	Vacationing Families (2)	Remaining Visitors
Number of visitor parties	2256	4400	9580	5763	5680
Average # of days:					
away from home	18.1	13.2	12.6	21.3	15.7
on Cape Breton	3.6	5.3	3.5	4.5	3.9
Fortress a main destination (%)	34.0	34.1	41.0	33.6	44.5
Other main destinations (%):					
Nova Scotia in general	16.6	1.6	10.5	7.5	2.9
Maritimes	6.9	0.0	12.4	18.9	14.2
Cape Breton	0.0	17.5	5.4	6.4	8.4
Cabot Trail	5.5	1.5	8.9	8.7	10.2
Newfoundland	13.5	9.6	3.9	5.9	4.6
None (touring)	4.5	17.3	6.5	7.6	7.1
Visited the following (%):					
Cabot Trail	79.4	79.2	85.9	83.3	78.4
Miners' Museum	21.4	26.5	20.1	22.3	15.2
AGB Museum	67.4	47.6	42.7	61.8	56.7
Marconi Site	24.9	11.0	6.9	7.8	10.8
St. Peter's Canal	15.2	21.6	12.8	12.5	15.8

. . continued

Table 15 (continued)

Characteristics of Five Visitor Groups to the Fortress

Characteristic	Older Visitors	Friends and Relatives	Vacationing Families (1)	Vacationing Families (2)	Remaining Visitors
First visit to Fortress (%)	82.8	52.1	77.3	87.9	79.7
Needed more information (%)	0.0	9.6	6.3	15.9	5.8
Average length of stay (hours)	5.1	4.9	5.0	5.4	4.6
Satisfied with length of stay (%):					
too long	0.0	1.7	0.6	0.9	2.1
just right	83.3	52.7	65.7	63.4	49.9
too short	16.7	43.2	33.2	34.7	41.0
Average party size:					
No. of persons	2.8	3.2	2.3	3.1	2.9
Composition of party (%):					
travelled alone	0.0	4.2	0.0	0.0	8.5
couple	62.1	25.5	74.0	54.6	15.4
family with children	8.7	39.4	26.0	45.4	3.4
group of friends, relatives	22.3	23.7	0.0	0.0	58.7
club, organization	2.4	1.1	0.0	0.0	2.5

. . continued

Table 15 (continued)

Characteristics of Five Visitor Groups to the Fortress

Characteristic	Older Visitors	Friends and Relatives	Vacationing Families (1)	Vacationing Families (2)	Remaining Visitors
Origins (%):					
Nova Scotia	10.2	26.1	14.4	10.6	13.5
Other Atlantic provinces	0.0	17.6	5.9	9.8	6.2
Quebec	2.9	8.8	13.5	13.4	15.9
Ontario	20.6	29.6	21.9	21.8	15.6
Other provinces	5.7	11.6	10.7	11.1	11.3
USA	60.6	6.2	33.7	33.2	37.6
Fortress visit planned in advance:					
No. of days	47	52	56	55	35
Main influence to visit Fortress (%):					
historical significance	22.2	46.0	29.8	33.2	36.2
previous visit	9.9	4.7	11.4	8.3	8.1
advertising	12.1	4.0	12.6	18.0	16.6
recommended	18.7	14.3	32.5	35.1	35.6
show friends, relatives	2.4	7.4	2.6	2.5	2.8
interest, curiosity	9.3	4.7	11.4	8.3	8.1

The Older Visitors group is predominantly from the USA (60.6%). The Friends and Relatives category is comprised of almost equal proportions of visitors from Nova Scotia (26.1%) and Ontario (29.6%), followed by a high percentage (17.6%) from other Atlantic provinces. The two Vacationing Families groups contain almost identical proportions from the various visitor origins. The Remaining Visitors are again predominantly from the USA (37.6%), with the other origins being roughly evenly represented.

The Older Visitors did not require additional information, while over 15% of the families and couples who were camping (Vacationing Families 2) indicated that they would have liked further material for planning their trip to the Fortress. In the other groups, fewer than 10% stated that additional information would have been helpful.

All groups stayed at the Fortress for an average of 5 hours. This amount of time was considered "just right" by over 80% of the Older Visitors and for approximately one half of the Friends and Relatives and Remaining Visitors groups.

Other more specific segmentation analyses were conducted:

1. the need for more information by first time visit, from the various origins;
2. the average length of stay by the rating of that length of stay.

The percentage of first time visitors to the Fortress who required more information to plan the visit varied slightly between the origins (Table 16).

Table 16

Information Required by First Time and Repeat Visitors, by Origin (%)

Origin	First Visit	Repeat Visit
Cape Breton	0.0	5.9
Other Nova Scotia	5.8	5.8
Other Atlantic provinces	12.9	0.0
Quebec	13.2	0.0
Ontario	6.6	1.7
Other provinces	0.0	0.0
USA	6.2	0.7

While first time visitors clearly needed information more than repeat visitors, the percentages from each origin are fairly small. More repeat visitors from Nova Scotia, especially those closest to the Fortress, sought information than those from further origins.

The average length of stay associated with the three levels of satisfaction were determined:

too short - 4.9 hours
too long - 4.8 hours
just right - 5.2 hours.

These average lengths of stay at the Fortress are very similar and do not seem to suggest any clear conclusion or relationship between the two variables.

4.2. BUS TOUR VISITORS

Bus tour visitor origins are based upon the origin of the tour itself, not the individual passenger/respondent. While they may not necessarily be the same, in most cases, the two origins were synonymous.

The origins used in this survey differ from the non-bus tour surveys in that there are no components for either "Cape Breton" or "Nova Scotia excluding Cape Breton". These two origins have been combined with the other Atlantic provinces under the origin category "Atlantic Provinces".

Table 17 presents information on the bus tour passengers, broken down by origin groups:

- Atlantic Provinces
- Quebec
- Ontario
- Other Provinces
- USA

Table 17

Trip and Visitor Characteristics, Bus Tour Visitors for the Fortress

Characteristic	Atlantic Provinces	Quebec	Ontario	Other Provinces	USA
(Number of visitors)	(2396)	(1635)	(1589)	(115)	(4083)
First visit to Fortress (%)	100.0	95.4	89.4	86.9	88.7
Average length of stay (hours)	1.9	2.4	2.4	1.8	3.2
Satisfaction with length of stay (%):					
too long	0.0	0.0	4.8	0.0	4.5
just right	10.6	50.0	32.8	32.9	49.0
too short	89.4	50.0	52.4	56.6	38.0
Average # days away from home	16.2	12.3	15.5	22.0	22.9
Average # days on Cape Breton	2.2	1.7	2.2	2.3	3.0
Most memorable attractions* (%):					
Fortress of Louisbourg	77.1	51.8	41.5	64.5	48.9
Cape Breton Highlands	61.8	1.4	0.0	19.8	2.6
Cabot Trail	29.1	38.9	41.1	39.6	25.8
Peggy's Cove	23.0	13.4	50.4	33.0	17.9
Halifax	1.5	14.9	44.2	19.9	17.3
Grand Pre	50.9	11.8	9.6	4.0	5.4
Everything satisfactory or no suggestions (%)	75.3	51.0	63.7	75.0	86.2

* specific mentions, not based on any aggregation

The average length of trip away from home is longest for those coming from western Canada and the USA; this represents approximately one week more than for bus tour visitors from origins closer to the Fortress. The shortest bus trips originated from Quebec; these tours also spent the shortest amount of time on Cape Breton Island.

This was the first visit to the Fortress for almost all bus tour passengers. Tours originating in the USA stayed the longest amount of time on the site (3.2 hours). Other tours stayed approximately one hour less at the Fortress. Passengers on bus tours from the Atlantic provinces found their stay at the Fortress "too short": approximately half the passengers on tours from other origins echoed this comment. The tours from the USA recorded the lowest percentage of "too short" ratings on the visit to the Fortress.

Comments and suggestions were more forthcoming from passengers from Quebec bus tours than from tours originating in other areas.

The Fortress was the most memorable attraction in Atlantic Canada for passengers in all bus tour origin categories, with the exception of Ontario. The Ontario passengers found Peggy's Cove and Halifax more memorable. Other attractions were of mixed importance to different tour groups, and there did not appear to be any consistent pattern.

4.2.1. **Trip Planning and Motivations**

Three quarters (74.8%) of the bus tour passengers indicated that they had known in advance that their tour would be visiting the Fortress of Louisbourg. However, only 12.9% (1246 passengers) replied that the visit to the Fortress had been a major consideration in their choice of tour package; for 49.6% it had not been a major consideration; 6.7% replied "do not know"; and 31.0% did not respond to the question.

Various sources of information on the bus tours were identified:

source of information	% of passengers
bus company information	25.1
brochures	28.0
newspapers, magazines	7.8
radio	0.0
friends, relatives	24.8
nothing in particular	1.3
other	20.4

For those indicating "other" sources of information, 8.3% had used a travel agency and 6.1% obtained material from a touring club. These two sources accounted for 71.0% of all "other" responses.

Bus tour visitors were also asked why they had chosen their particular tour package. Table 18 presents the variety of responses obtained from this question.

Table 18

Reasons for Choice of Bus Tour Package

Reason	No. of Visitors	% of Visitors
see Maritimes (incl. Magdalene Islands)	3644	37.1
Cajun or Acadian connection	1325	13.5
included all places wanted to see	690	7.0
previous experience with tour company	571	5.8
recommended	428	4.4
good reputation of company	379	3.9
convenient timing	327	3.3
sounded interesting	320	3.3
arrangements, availability	328	3.3
all others	1129	11.5
no response	677	6.9

Bus tour visitors appear to have three main reasons for selecting their tours:

- a desire to see the area (the Maritimes);
- a cultural connection with the area; and
- the tour piqued interest, was convenient, and arranged by a reputable company.

4.3. LIGHTHOUSE POINT VISITORS

Table 19 provides information on visitors to Lighthouse Point, broken down by the seven points of origin. Visitor parties from Nova Scotia and mid-distance origins tended to be couples or families with children, while those from other provinces and the USA were more likely to be couples and/or groups of friends and relatives. Local visitors were most often groups of friends and relatives or individuals travelling alone. The average party size was approximately 3 persons for non-local visitors; local groups were closer to 2 persons.

As is to be expected, those travelling the longest distances were away from home the longest. These visitors also spent the most time on Cape Breton Island. Visitors to the Point spent a little more time in Cape Breton than did the visitors to the Fortress. With the exception of the local visitors, Lighthouse Point was not a main destination for those interviewed. Also with the exception of local visitors, the Fortress was identified most often as the main destination.

Table 19

Trip and Visitor Characteristics, Lighthouse Point Visitors

Characteristic	Cape Breton	Other Nova Scotia	Other Atlantic	Quebec	Ontario	Other Provinces	USA
(Number of visitor parties)	(2942)	(885)	(583)	(722)	(1837)	(374)	(1967)
Average party size:							
No. of persons	2.2	3.0	3.3	2.5	3.2	2.8	2.5
Party composition (%):							
travelled alone	27.9	5.7	2.7	7.6	5.4	4.0	4.3
couple	22.3	29.6	40.3	44.8	33.8	36.6	60.7
family with children	9.7	38.9	40.2	21.4	37.6	14.5	14.6
group of friends, relatives	39.4	25.8	16.8	26.2	22.1	44.9	20.3
club, organization	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Average # days away from home	n.a.	4.7	7.3	15.4	17.2	29.9	26.8
Average # days on Cape Breton	n.a.	3.5	4.6	6.3	6.9	8.5	7.5
Lighthouse Point a main destination (%)	45.1	19.7	7.7	9.1	12.4	7.6	11.6
Other main destinations (%):							
none	20.4	5.6	10.2	5.5	0.0	11.4	2.4
Fortress	11.2	64.3	72.6	77.3	72.7	66.3	75.6

4.4. KENNINGTON COVE VISITORS

Because of the disproportionate representation of local visitors in the visitor population at Kennington Cove, only two distinctions based on origin were considered useful: local, and non-local. Table 20 presents information on trip and visitor characteristics by these two categories, for visitors to Kennington Cove.

The average party size from both origins is larger here than at Lighthouse Point or the Fortress. Further, non-local parties are generally larger than groups from the local area. For both origins, however, the single most often cited category was "group of friends, relatives"; only approximately 20% of all visiting groups were families with children.

Kennington Cove was a main destination for the majority of both origin groups, although this was more pronounced for local visitors. The other main destination for non-local visitors was the Fortress.

The average number of days spent on Cape Breton Island by non-local visitors to Kennington Cove was 9.7 days; this figure is very high in comparison with other survey results. On the other hand, the length of their trip away from home was in keeping with the average from other surveys. This suggests that the non-local visitors interviewed at Kennington Cove were spending a large proportion of their vacation trip on Cape Breton Island.

Table 20

Trip and Visitor Characteristics for Visitors to Kennington Cove, by Origin Group

Characteristic	Cape Breton	Non-Cape Breton
(Number of visitor parties)	(4174)	(1311)
Average party size (# of persons)	3.0	3.7
Party composition (%):		
travelled alone	11.7	7.4
couple	23.8	19.1
family with children	22.9	20.6
group of friends, relatives	41.6	53.0
club, organization	0.0	0.0
Cove a main destination (%)	83.8	61.4
Other main destinations (%):		
none	3.1	1.0
Fortress	7.0	24.3
Average # days away from home	n.a.	13.0
Average # days on Cape Breton	n.a.	9.7

n.a. = not applicable

5. EVALUATION OF CURRENT OFFER

A sample of Fortress visitors (non-bus tour) was asked to complete an "importance - performance" survey, a questionnaire which obtained information on how visitors rated the importance of various aspects and features of historic sites. A second part of this questionnaire then asked visitors to rate their level of satisfaction with specific features and services at the Fortress of Louisbourg. This survey provides information which facilitates an evaluation of the current offer at the Fortress.

Table 21 presents information on the importance of various attributes of historic sites. It shows the percentage of respondents in each response category, as well as a mean value (excluding non-response and those answering "no opinion" or "not applicable"). Responses were on a scale of one to seven, with 1 = extremely unimportant; 4 = neutral; and 7 = extremely important.

This table reveals that visitors consider almost all the attributes of an historic site as important; i.e., all mean values are four or greater than four. The two most important features emerge as:

1. a courteous and friendly greeting; and
2. staff knowledgeable about the history and background of the site.

The least important aspect (in which overall response was neutral) was the existence of a gift shop with a wide selection of souvenirs for sale. The other attributes of historic sites fell between these two extremes.

Table 22 presents the ratings of satisfaction with the features of the Fortress of Louisbourg and the respondents' visit there. The same numbering code was used, with 1 = extremely unsatisfied; 4 = neutral; and 7 = extremely satisfied. Since all mean rating emerged in excess of four, it is fair to say that visitor satisfaction is high.

The highest ranked features was the authentic historic appearance of the Fortress; lowest levels were recorded for the selection and the price of souvenirs available in the gift shop. Overall average satisfaction is high: the overall satisfaction rating is 5.7.

Table 21

Importance Rating of Historic Site Features (%)

Attribute	Rating							No Opinion	Mean Rating
	1	2	3	4	5	6	7		
1. Authentic appearance of site:	0.9	0.4	0.2	0.9	1.7	21.4	74.3	0.0	6.6
2. No modern buildings/equipment visible:	1.4	2.1	2.0	16.5	17.1	29.5	30.3	1.0	5.6
3. Staff in period costumes and roles:	0.9	1.3	1.3	5.1	11.6	28.2	51.3	0.0	6.2
4. Friendly and courteous greeting:	0.7	0.6	0.0	0.9	3.9	14.4	78.7	0.0	6.7
5. Find your way around site without seeking assistance:	1.3	1.7	1.3	11.2	20.4	29.2	33.6	0.4	5.7
6. Distance between exhibits not too long:	4.8	3.8	6.1	18.9	26.2	22.0	17.7	0.2	5.0
7. Knowledgeable staff:	0.8	0.5	0.0	0.4	2.5	18.2	77.5	0.0	6.7
8. Verbal presentation by staff:	0.8	0.6	1.7	10.1	20.7	30.7	35.0	0.0	5.8
9. Exhibits easily understood:	0.6	0.7	0.8	4.5	9.0	35.6	48.4	0.0	6.2
10. Opportunity to touch/use objects:	5.2	4.6	6.1	27.7	28.4	15.7	10.7	0.6	4.6
11. Special events offered:	1.7	2.3	5.1	27.0	26.1	23.3	13.2	0.6	5.0

continued . . .

Table 21 (continued)

Importance Rating of Historic Site Features (%)

	Rating							No Opinion	Mean Rating
Attribute	1	2	3	4	5	6	7		
12. Gift shop with wide selection of souvenirs:	14.7	8.4	9.0	28.8	16.2	12.4	9.5	0.8	4.0
13. High quality souvenirs available:	7.9	3.8	4.8	18.0	22.5	25.7	15.2	1.6	4.9
14. Reasonably priced souvenirs available:	5.6	2.2	3.3	16.4	18.5	25.9	25.9	2.0	5.3
15. Historic souvenirs appear authentic:	4.7	2.8	2.3	14.8	17.2	27.4	29.3	1.2	5.4
16. Service in both official languages:	2.1	1.1	0.4	9.7	6.4	14.4	62.7	1.5	6.2
17. Staff knowledgeable about daily events, activities:	0.6	0.6	0.2	2.1	8.0	30.1	57.4	0.2	6.4
18. Site maps readily available:	0.4	0.9	0.0	1.2	6.2	24.2	66.1	0.0	6.5
19. Maps clear, give directions:	0.4	0.7	0.0	0.8	6.0	24.7	65.9	0.0	6.5
20. Know what weather to expect:	1.7	2.3	6.1	24.5	23.7	20.9	17.7	1.9	5.1
21. Know what to expect in accommodation, restaurants:	1.0	3.1	2.7	15.2	22.5	30.2	22.9	1.2	5.4
22. Know what recreational activities are available:	4.0	4.2	4.0	21.0	22.1	25.4	17.2	1.2	5.0

Table 22

Satisfaction Rating of Features at the Fortress of Louisbourg (%)

Attribute	Rating							No Opinion	Mean Rating
	1	2	3	4	5	6	7		
1. Authentic appearance of site:	0.2	0.2	0.0	0.2	3.0	22.2	72.9	0.0	**6.7**
2. No modern buildings/equipment visible:	0.2	0.4	0.2	6.6	4.5	22.7	63.3	0.4	**6.4**
3. Staff in period costumes and roles:	0.2	0.2	2.1	1.0	5.4	20.0	69.0	0.0	**6.5**
4. Friendly and coureous greeting:	0.6	0.2	1.3	2.1	4.3	19.8	70.4	0.0	**6.6**
5. Find your way around site without seeking assistance:	1.3	1.9	5.4	5.5	14.4	30.2	39.4	0.6	**5.8**
6. Distance between exhibits not too long:	0.0	1.1	1.9	6.9	14.4	30.7	42.7	1.2	**6.0**
7. Knowledgeable staff:	0.2	0.4	0.4	2.7	6.2	22.0	66.2	0.6	**6.5**
8. Verbal presentation by staff:	0.4	0.2	0.8	3.4	5.5	24.9	62.5	0.8	**6.5**
9. Exhibits easily understood:	0.0	0.4	0.7	2.7	13.3	28.5	52.2	0.6	**6.3**
10. Opportunity to touch/use objects:	0.8	1.2	3.0	30.1	21.5	21.1	16.6	5.3	**5.1**
11. Special events offered:	0.8	0.2	2.5	21.9	16.2	19.0	19.5	18.6	**5.3**

continued . . .

Table 22 (continued)

Satisfaction Rating of Features at the Fortress of Louisbourg (%)

	Rating								
Attribute	1	2	3	4	5	6	7	No Opinion	Mean Rating
12. Gift shop with wide selection of souvenirs:	1.6	3.1	5.6	29.7	18.5	8.8	7.1	23.9	4.5
13. High quality souvenirs available:	0.9	1.5	2.1	31.0	15.5	16.3	7.2	24.7	4.8
14. Reasonably priced souvenirs available:	1.1	2.1	8.9	32.6	12.8	11.2	5.0	25.5	4.5
15. Historic souvenirs appear authentic:	0.6	1.7	2.5	27.2	13.5	17.5	8.7	26.8	4.9
16. Service in both official languages:	1.1	0.3	1.1	8.0	6.7	19.9	58.2	3.0	6.3
17. Staff knowledgeable about daily events, activities:	0.0	0.6	0.5	5.3	9.3	28.2	49.1	6.0	6.3
18. Site maps readily available:	0.6	1.0	2.7	4.6	9.1	24.9	55.8	0.4	6.2
19. Maps clear, give directions:	1.1	0.9	3.0	8.5	12.1	29.4	41.0	2.3	5.9
20. Know what weather to expect:	1.0	0.7	3.3	26.1	13.8	15.3	19.6	17.9	5.2
21. Know what to expect in accommodation, restaurants:	1.9	1.7	3.9	23.7	17.0	15.8	14.2	19.8	5.0
22 Know what recreational activities are available:	1.2	1.1	3.7	30.2	14.5	13.8	10.2	23.8	4.8

The difference between the importance rating and the satisfaction rating allows an evaluation of the Fortress (its attributes, services and facilities) from the visitor's perspective. Table 23 presents this difference for each of the attributes contained in Tables 21 and 22. Figure 17 graphically plots these differences.

Of the twenty-two attributes, twelve obtained a net positive rating, and ten received a negative rating. Most differences were very small: fourteen had a difference of between 0.1 and 0.3. Particular areas of satisfaction were:

* the distance between exhibits was not too far;
* no modern building/equipment visible from the Fortress; and
* verbal presentations by the staff.

Areas for possible concern (where the negative differences were largest) were:

* availability of reasonably priced souvenirs;
* maps which are clear and give directions;
* historic souvenirs which appear authentic; and
* knowledge of what to expect in accommodation, restaurants.

The current product-client match appears good: visitors appear to want the following:

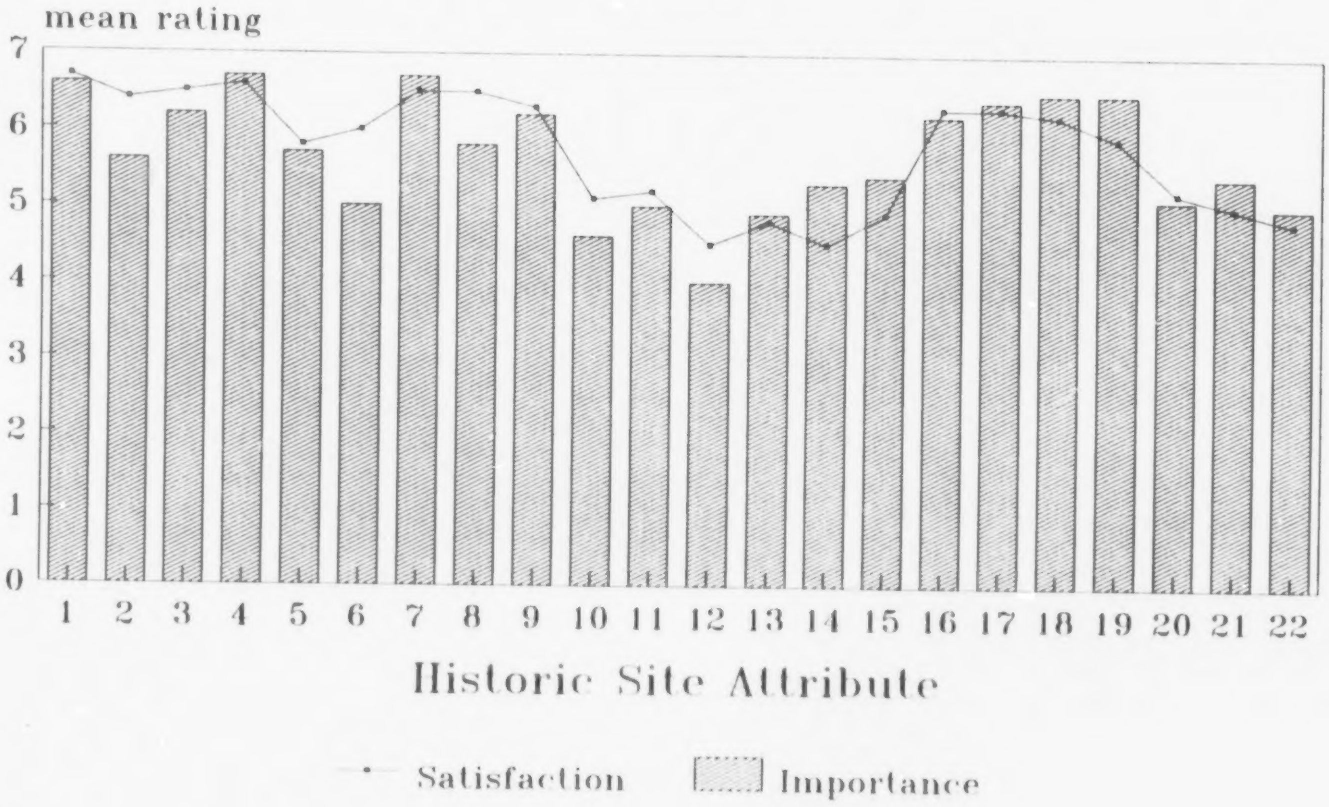
1. an authentic historic visit to the Fortress, including an authentic site, period costumes and roles, and no modern intrusions;
2. an easily arranged visit, with short walking distances between exhibits, arranged so that it is easy to find their way, easily understood exhibits, verbal presentations, and friendly greetings; and
3. an interesting and educational visit, with knowledgeable staff, an opportunity to touch objects, and special events.

Table 23

Differences between Importance Ratings for Historic Sites and Satisfaction Ratings for the Fortress of Louisbourg

Attribute	Mean Rating Satisfaction	Importance	Difference
1. Authentic Appearance	6.7	6.6	+ 0.1
2. Nothing modern visible	6.4	5.6	+ 0.8
3. Period costumes, roles	6.5	6.2	+ 0.3
4. friendly greeting	6.6	6.7	- 0.1
5. easy site	5.8	5.7	+ 0.1
6. distance between exhibits	6.0	5.0	+ 1.0
7. knowledgeable staff	6.5	6.7	- 0.2
8. verbal presentations	6.5	5.8	+ 0.7
9. understood exhibits	6.3	6.2	+ 0.1
10. touch objects	5.1	4.6	+ 0.5
11. special events	5.2	5.0	+ 0.3
12. gift shop selection	4.5	4.0	+ 0.5
13. quality souvenirs	4.8	4.9	- 0.1
14. reasonably priced souvenirs	4.5	5.3	- 0.8
15. souvenirs appear authentic	4.9	5.4	- 0.5
16. both languages	6.3	6.2	+ 0.1
17. staff knowledgeable about events, activities	6.3	6.4	- 0.1
18. site maps available	6.2	6.5	- 0.3
19. map clear, directions	5.9	6.5	- 0.6
20. weather knowledge	5.2	5.1	+ 0.1
21. accommodation, restaurants	5.0	5.4	- 0.4
22. recreation activities	4.8	5.0	- 0.2

Figure 17



Satisfaction – Importance
Mean Rating Comparison

Non Bus Tour Fortress Visitors

In these three areas of expectations, satisfaction generally exceeds requirements. Only two areas showed negative differences: in other words, satisfaction levels fell below requirements. These two were very small differences, and dealt with the friendly greeting (- 0.1) and knowledgeable staff (- 0.2).

Although this was not an aspect considered very important by visitors, the Fortress appears to be successful with its gift shop's selection of souvenirs. All other aspects of the souvenirs and the gift shop, however, (price, quality, authentic appearance) received a negative rating. These emerge as one significant area of dissatisfaction.

Another area registering dissatisfaction with visitors was the map of the Fortress, either its availability on site or its ability to provide clear directions of the site.

These two (gift shop, map) are ancillary services to the Fortress and the benefits and experiences generated by it, but if changes are to be made, these areas should be considered for further product development.

Finally, it appears that visitor requirements for trip planning information are not being met satisfactorily, particularly with regard to accommodation and restaurants. While the question in this survey included both accommodation and restaurants, on the basis of other survey results, any shortfall in information probably relates only to the restaurant facilities within the Fortress itself. In external communications, there is a need to provide more material on accommodation and dining facilities in the Louisbourg area (especially on site) and on recreational activities offered at the Fortress.

6. REGIONAL INTEGRATION

The Fortress of Louisbourg National Historic Park is located adjacent to the modern town of Louisbourg (population 1,355), approximately thirty kilometres from Sydney, Cape Breton Island's most industrialized area with a population of approximately 120,000. The town of Louisbourg has relatively few facilities and services available for tourists: several restaurants, one motel, a general goods store, a few souvenir shops, a liquor store, laundromat, and other retail establishments. The National Historic Park has no accommodation facilities for visitors and there is limited accommodation (commercial roofed and camping) in the immediate area. Thus, opportunities for visitors to spend in this area are limited.

Non-local non-bus tour Fortress visitors were asked about their expenditures in the modern town of Louisbourg. Unfortunately, as mentioned earlier, there were a few problems associated with the question. The wording was confusing, and the question was split over two pages. This resulted in responses which are of questionable value. Notwithstanding this difficulty, if it is assumed that the values are legitimate, total expenditures in the town for the non-local non-bus tour visitors to the Fortress during the study period (June 9 - September 30, 1989) were:

category	amount
transportation	$ 314,822.
accommodation	$ 283,464.
food and beverage	$ 541,279.
entertainment	$ 153,451
other expenditures	$ 386,391
TOTAL EXPENDITURES	$1,679,407.

These total expenditures represent the proportions shown in Figure 18.

This total of $1.7 million represents an average of approximately $65.00 per party per trip to the town of Louisbourg.

The economic impact of these expenditures on the economy of Nova Scotia are shown in Table 17. These impacts are based on the use of the Provincial Economic Impact Model of the Canadian Parks Service.

Figure 18

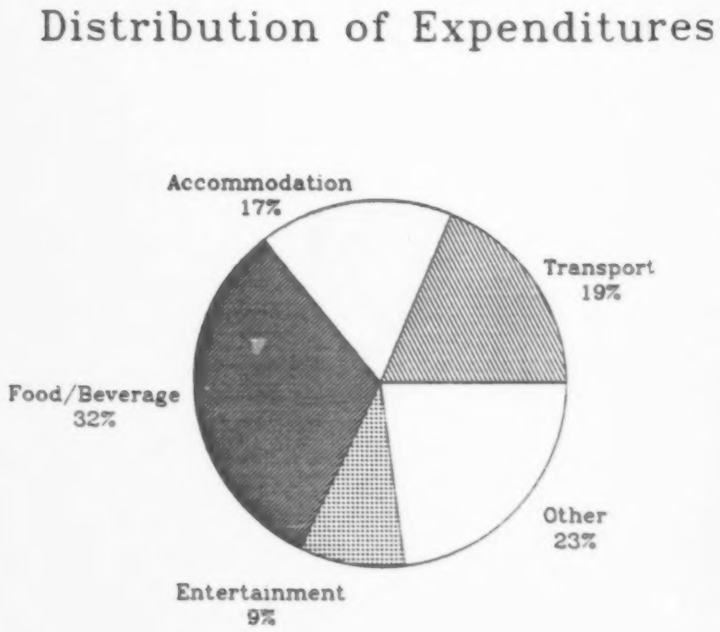


Table 24

Economic Impact of Non-Local Non-Bus Tour Fortress Visitors on the Province of Nova Scotia

Type of Impact	Labour Income	Gross Domestic Product	Person-Years Employment
Direct	$594,095	$ 788,190	35.4
Indirect and Induced	$365,763	$ 585,501	14.3
Total	$959,858	$1,373,690	49.7

Even though they represent the impacts upon the provincial economy, the majority of these impacts will be felt in the local area. The effects most immediately realized in the area of the town of Louisbourg will be the direct impacts, especially the 35.4 person-years of employment.

The table shows that in the summer of 1989, direct labour income (the sum of workers' wages, supplementary labour income, and net income of unincorporated businesses) generated in Nova Scotia by visitor expenditures at the Fortress was $594,095. When combined with indirect and induced labour income, the total is approximately $960,000. This means that for each dollar spent in connection with a Fortress visit, fifty-seven cents in labour income was produced in Nova Scotia, most of this locally.

The gross domestic product (labour income plus net income of incorporated businesses) generated in Nova Scotia by Fortress visitor expenditures in the Louisbourg area was estimated at $1.3 million. For each dollar spent by the non-local non-bus tour visitors in Louisbourg, therefore, eighty-two cents in gross domestic product was generated.

In addition to the economic contribution to the local economy made by visitor expenditures, the Fortress itself has an impact. The National Historic Park employs a substantial staff (full-time and seasonal), individuals who live in the area and spend in the local economy. Further, the expenditures of the Fortress (capital, operations and maintenance) also have an economic impact of the local area.

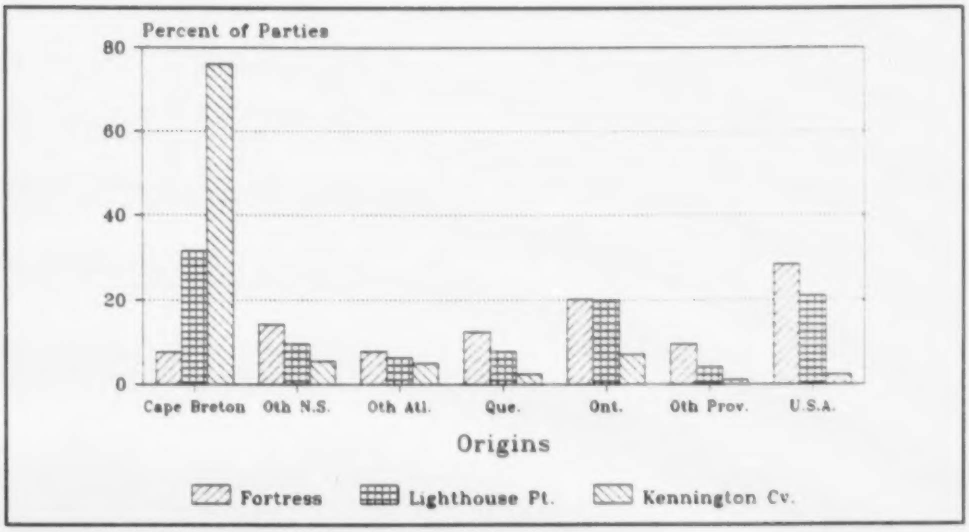
7. SUMMARY AND CONCLUSIONS

7.1. MAJOR RESULTS

During the peak summer season of 1989, the following numbers of visitor parties (excluding bus tours) visited the Fortress of Louisbourg National Historic Park. They were from seven major points of origin. The origins for each site are illustrated in Figure 19.

Origin	Fortress	Lighthouse Point	Kennington Cove
Cape Breton	2130 (7.6%)	2942 (31.6%)	3724 (76.1%)
Nova Scotia (excl. Cape Breton)	3980 (14.2%)	885 (9.5%)	263 (5.4%)
Other Atlantic	2186 (7.8%)	583 (6.3%)	240 (4.9%)
Quebec	3419 (12.2%)	722 (7.8%)	119 (2.4%)
Ontario	5634 (20.1%)	1837 (19.7%)	345 (7.1%)
Other Provinces	2691 (9.6%)	374 (4.0%)	90 (1.0%)
USA	7988 (28.5%)	1967 (21.2%)	111 (2.3%)
All origins	28,028	9,310	4,892

Figure 19



Bus tour visitors to the Fortress during this period consisted of the following numbers, by origin of the tour:

bus tour origin	No. of passengers	(%)
Atlantic Provinces	2396	(24.4%)
Quebec	1635	(16.7%)
Ontario	1589	(16.2%)
Other Provinces	115	(1.2%)
USA	4083	(41.6%)
TOTAL	9,818	

The Fortress attracts visitation from a wide range of origins in reasonably evenly distributed proportions, in comparison with Lighthouse Point and Kennington Cove which are used predominantly by local residents. Each survey had its own set of significant results.

Non-local visitors to the Fortress are generally very satisfied with their visit. Most historical aspects are considered very satisfactory, and many visitors found that their visit had been too short. It was the first visit for most, and the main motivations for visiting had been the historical significance and the recommendation of others. Couples and families with children form the predominant visitor group types. Approximately 30% made no suggestions for improving the Fortress. Another 20% offered no suggestion but instead made a positive comment about the Fortress or their visit. The remaining 50% put forth a wide range of comments and suggestions.

Local visitors, in the majority of cases, were not visiting the Fortress for the first time. They were most often visiting in the company of friends or relatives, and the Fortress was usually the main destination of their trip away from home.

Bus tour passengers found their stay at the Fortress too short in most cases, but were generally satisfied with their visit. Over half considered the Fortress the single largest attraction on their trip. Almost 66% of bus tour visitors had no suggestions for improving their visit to the Fortress and/or considered everything satisfactory as it is now.

The importance - performance survey of local and non-local non-bus tour visitors showed generally high levels of satisfaction. Only two areas emerged to cause service concerns: the gift shop, and trip planning information. Highest levels of satisfaction were recorded for all historical aspects of the Fortress program.

At Lighthouse Point, local people tend to use the site as a lookout for weather and marine conditions, to locate boats, or as a place to visit when "out for a drive". Non-local visitors are more likely to view the Point as a heritage location and an opportunity to climb the rocks and enjoy the ocean views and the waves.

Kennington Cove is used predominantly by local people. Other visitors are frequently exploring the area or have been told about the Cove by local residents. Kennington Cove is considered superior to some other Cape Breton beaches. Most visitors come to the Cove for beach-related activities are satisfied with most facilities and services there, with the exception of the supervision of both swimming and the beach itself.

7.2 FINDINGS RELEVANT TO PARK ADMINISTRATION

While it is not the intent of this report to point out deficiencies in PArk operations or development, certain issues did emerge from the surveys and can be related to the three main destinations within the National Historic Park (the Fortress, Lighthouse Point, and Kennington Cove).

7.2.1. The Fortress

Gift Shop

There is evidently a need to examine the effectiveness of the gift shop is the Visitor Reception Centre. Overall, visitors did no seem impressed with the facility. Concerns were expressed about the quantity, price and type of items available in the shop.

Open More Buildings

Frequently, the survey responses expressed concern that a number of buildings at the Fortress were not open to the public. In addition, comments often suggested that further reconstruction within the Fortress would be appreciated.

Food Services on Site

This was an issue which appeared frequently among the comments contained in the questionnaire. Special analysis of this issue suggested that visitors could be made more aware that only authentic period food is available on site. Survey responses indicated that n area designated for picnics would be appreciated or, alternatively, that ‘modern’ food should be made available in one of the eating facilities.

Encourage Bus Tours to Stay Longer

Bus tour visitors spent an average of 2.6 hours at the Fortress. For 55%, this time was too short, and the frequent suggestion was to request the tour company to allow more time for a better visit. If the satisfaction of this visitor group is to be increased, bus tour companies should be approached with the idea of encouraging them to arrange more time for their passengers at the Fortress.

Facilities for the Handicapped and Elderly

Although this issue was not analyzed in detail, it is apparent from the number of suggestions made and the reasons cited for visitors having encountered any difficulty in hearing or seeing exhibits or gaining access to buildings that attention should be paid to improving or expanding this aspect of site use.

Children's Program

Many respondents indicated that part of the reason for their having encountered difficulty in hearing or seeing exhibits or gaining access to buildings was because they had small children in their parties. Other comments made by visitors suggested that there is a need for specific activities or facilities designed for children or for programs which would appeal to younger visitors.

7.2.2. **Lighthouse Point**

Basic Services

There is evidently a requirement for either the provision of basic services and facilities (washrooms, picnic tables, benches) at Lighthouse Point or better signage indicating their availability at Kennelly's.

Interpretation

A number of visitors commented that they would have liked more information on Lighthouse Point and its historic resources. The limited interpretive and information plaques available now do not appear to satisfy those visitors genuinely interested in learning the history of the site.

Access Road

While the road to Lighthouse Point actually within the Park boundaries is well maintained, the initial access is extremely winding and narrow, with many private driveways entering. Easier and better access to the Point was suggested by almost 10% of visitors.

7.2.3. **Kennington Cove**

Access Road

Most visitors to the Cove indicated some level of dissatisfaction with the access road. Complaints related to the road being unnecessarily long, too dusty, too narrow or too rough.

Supervision

Two areas where importance was rated considerably higher than satisfaction were the patrolling of the beach and the supervision of swimming at Kennington Cove. Visitors experiences would be enhanced if these inadequacies were addressed.

Insect Control

At certain times of the day, the biting insect population at the Cove poses a real problem. Many visitors suggested that some effort be made to control this situation.

Natural Appearance

Most survey respondents believed that it is important to maintain the natural appearance of the Cove.

Washrooms

The number of comments and suggestion made about improving the washrooms and providing more facilities (change rooms, showers) at Kennington Cove suggest that there is a potential service shortfall in this area.

Other Services

While many visitors did not want to see any commercial development at the site, an almost equal number suggested that some form of canteen be permitted at the Cove. If the Park considers such a service, further examination of the issue appears warranted.

7.2.4. **Entire Park**

External Communications

Although a relatively small percentage of the visitor population indicated that they would have liked additional information in planning their trip to the Fortress of Louisbourg, there are several areas where the external communication package might be improved, notably:

- information on accommodation and restaurants
- information easily accessible to Cape Breton Island residents
- information on the amount of time required to experience the Fortress fully.

Marketing Opportunities

It seems appropriate to suggest that a greater effort be made towards presenting an integrated information package for the entire Fortress of Louisbourg National Historic Park, containing material on the other activity areas at Kennington Cove and Lighthouse Point.

Regional Integration

The lack of facilities and services in the area surrounding the Park restricts the length of stay for most visitors to the Fortress, and thereby limits the contribution which the Park could make to the local economy. The Park could encourage the development of further attractions, facilities and services for visitors. The Fortress is a major attraction and destination for many visitors, but even this position could be enhanced if other complementary facilities and services were available locally.

7.3. Strengths and Weaknesses of the Data

The data available for analysis were derived from a total of twelve forms: English and French questionnaires for each of the six surveys conducted:

- non-local visitor (non-bus tour)
- local visitor (non-bus tour)
- bus tour visitor
- importance - performance survey
- Kennington Cove visitor
- Lighthouse Point visitor

A total of 1862 completed questionnaires were analyzed, in the following distributions:

* non-local visitor (non-bus tour)	424
* local visitor (non-bus tour)	34
* bus tour visitor	261
* importance - performance survey	472
* Kennington Cove visitor	221
* Lighthouse Point visitor	450
TOTAL	1861

Of these 1862 forms, 1191 were directly related to the Fortress. This allows considerable analysis of the data, but does not support its extensive disaggregation.

Information gathered by personal interview is usually more reliable than mail-back survey, if only because interviewers control the actual completion of the questionnaire. Consistency in the interpretation of questions is also achieved through personal interviews. Two of the surveys (Kennington Cove and Lighthouse Point) used the personal interview process; the data obtained from these two surveys is therefore considered reliable.

The mail-back surveys suffered from some apparent problems in interpretation. In the non-local visitor survey (non-bus tour), the expenditure questions posed difficulties for many respondents. The wording was confusing and quite clearly, some respondents included all trip expenditures in their responses about spending in the local area. Further, there was a discrepancy in expenditures categories between the French and the English questionnaires. In the importance - performance survey, some respondents appear to have reversed the numerical ordering of their ratings: in some cases, the number 1 for "extremely dissatisfied" for circled when the written comment suggested the opposite.

Local and non-local non-bus tour visitors were given questionnaires with the same wording to describe the length of their stay; for bus tour visitors, the wording was somewhat different. This leads to the possibility of a relatively shorter length of stay recorded for bus tour visitors.

There were other specific questions in several of the questionnaires which may have caused difficulty for the respondents, but these are fairly minor. In addition, some of the response categories (i.e., coded answers required for open-ended questions) are very detailed, allowing reasonably detailed analysis. There is a need to "roll up" some of these detailed responses into higher-level categories.

7.4. Potential Additional Analysis

This report has provided an initial analysis of all the 1989 survey results. Some of this analysis has been detailed, as required, but there also exists potential for further analysis of the data. Described here are a few of these possible analyses, based strictly on the data, without a specific service objective in mind.

First, the surveys contained many open-ended questions, and the number and variety of responses were substantial. It would be well worthwhile to aggregate these responses into a more manageable number of categories and to conduct further analysis. Such questions as those dealing with the magazines and newspapers read most often, the most memorable attractions, additional information needed, and the invitation for suggestions, would all benefits from this aggregation of responses.

Second, the expenditure information obtained from non-local non-bus tour visitors requires a qualitative screening to identify responses which are accurate and which fall into an acceptable range. Responses which had unreasonably high dollar values should be excluded from the data. This should be accomplished through a check of expenditures, the length of stay on Cape Breton Island and the party size. Once unreasonable responses have been deleted, the economic impact model should be run again, and more accurate impacts will be determined. In addition, the expenditure information could than be integrated into more of the overall analysis of into more specific analyses.

Third, it might be very useful to integrate the non-local non-bus tour visitor survey results with the Importance-Performance survey results. Although it must be recognized that there were two different surveys and their data sets cannot be merged, through the generation of a linking (class) variable in each survey, based on common information (origin, age of respondent, party size, and ages of party members), it may be possible to distinguish several categories of respondents. An analysis of such an expanded database might yield further insight into the visitors, their motivations and their expectations.

Fourth, it is possible that further analysis of the Performance-Importance survey based on segments of origin, party size, and/or age may provide useful information.

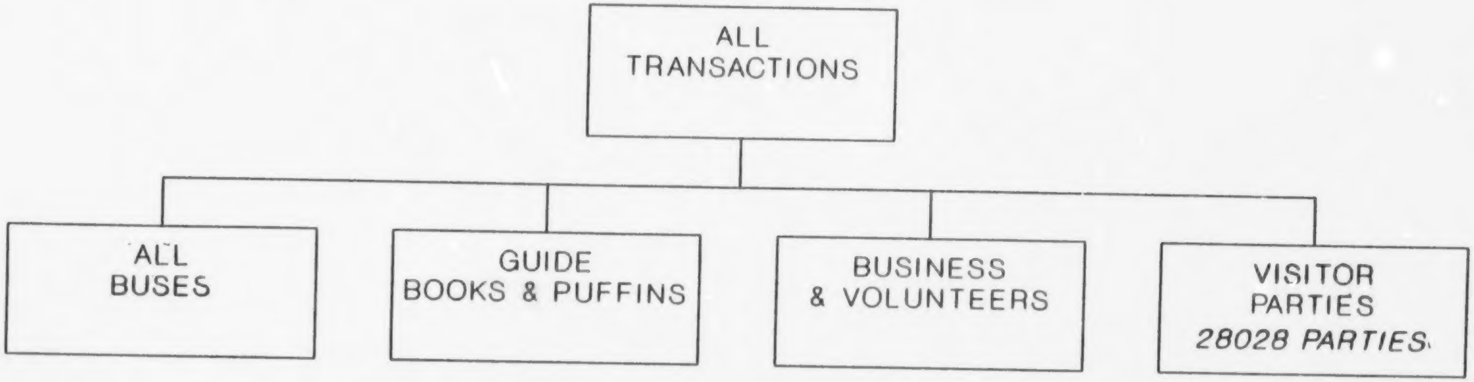
Finally, information on the magazines and newspapers most often read by the different segments may offer practical information for marketing. In most cases, a grouping of these magazines and newspapers will be necessary in order to obtain a sufficient sample size.

Depending on the specific objectives, the 1989 survey data offer the potential for a considerable number of other analyses. The analysis described in this report has been presented with a view to raising issues and prompting further questions on the part of various interested groups.

APPENDIX 1

Schematic Representation of Visitor Populations

LOUISBOURG KIOSK DATABASE
JUNE 9-SEPT 30 1989


ALL TRANSACTIONS

ALL BUSES

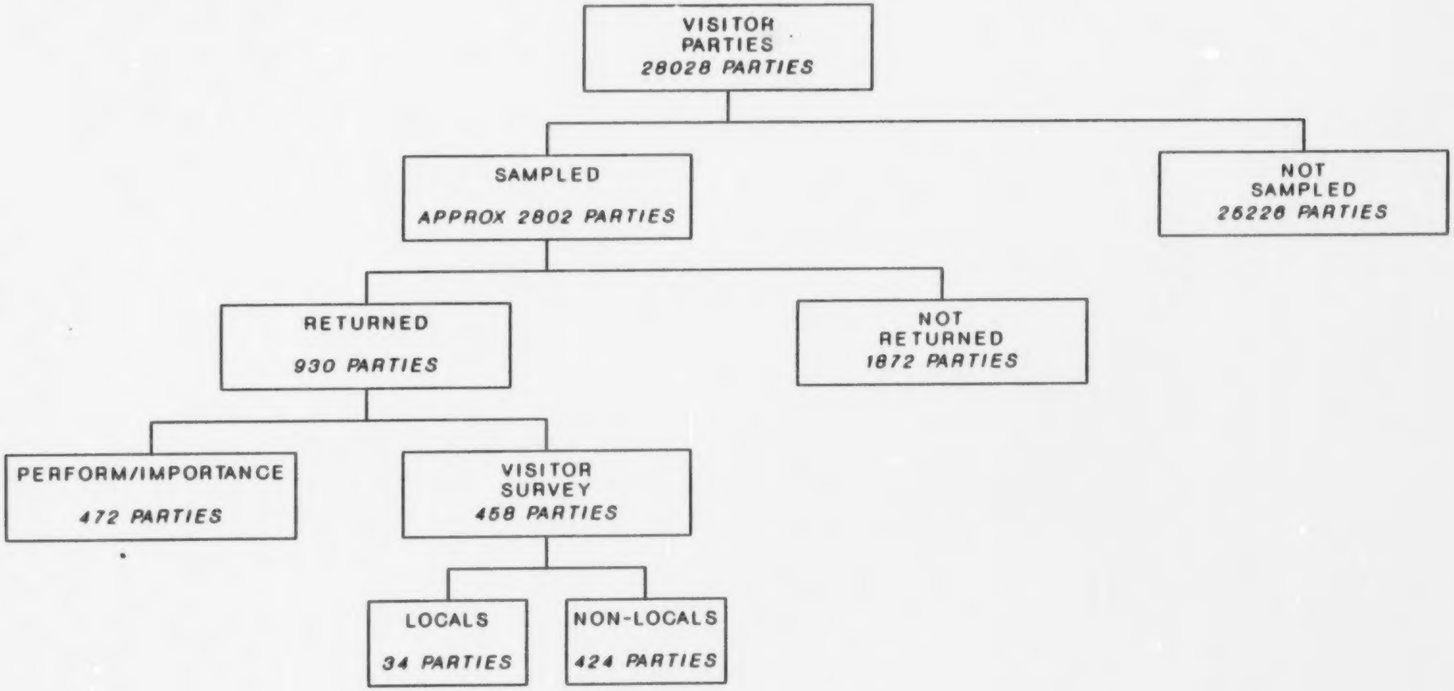
GUIDE BOOKS & PUFFINS

BUSINESS & VOLUNTEERS

VISITOR PARTIES
28028 PARTIES

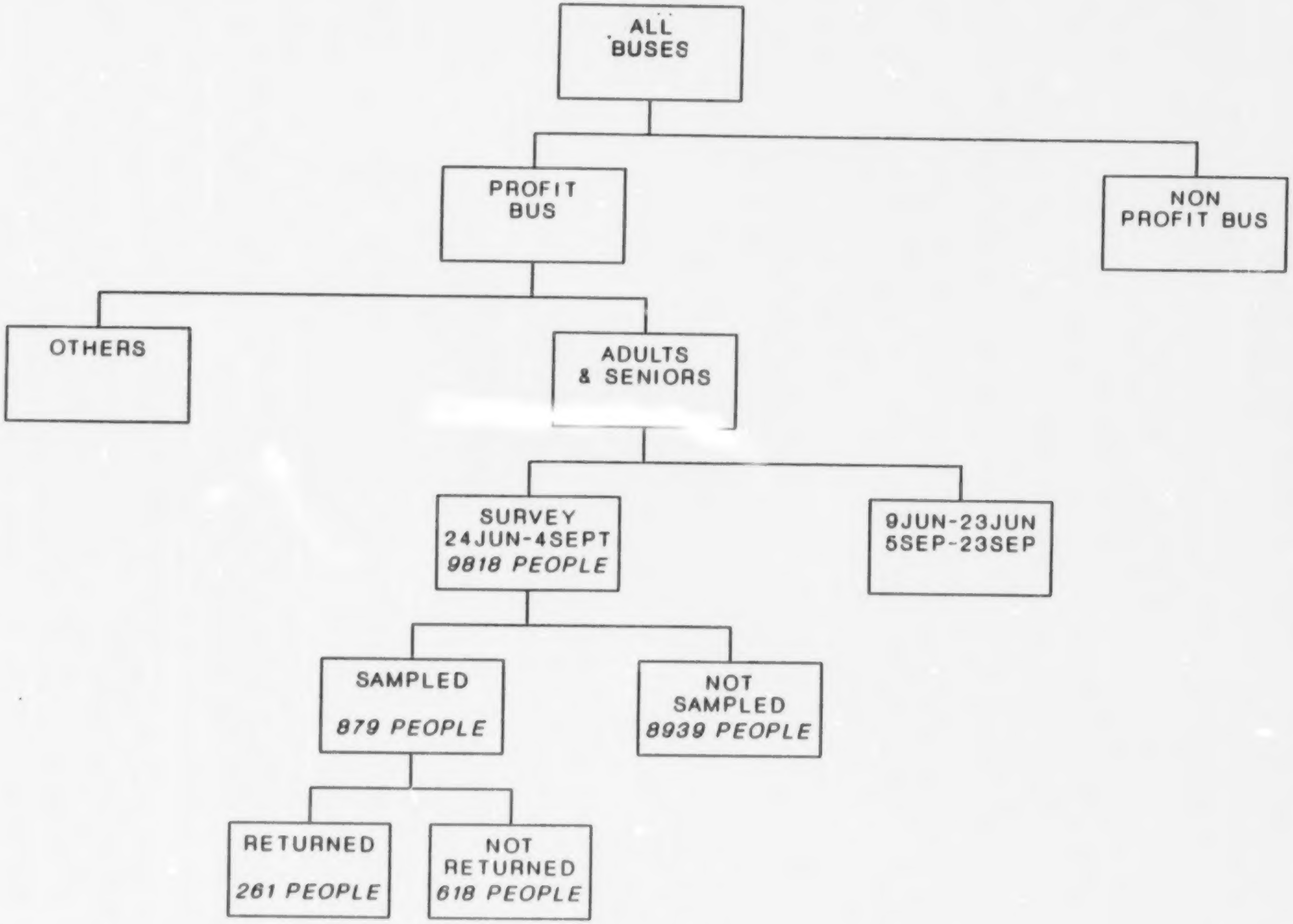
** VALUES ADJUSTED FOR MISSING DATA

LOUISBOURG KIOSK DATABASE
JUNE 9-SEPT 30 1989


VISITOR PARTIES 28028 PARTIES
SAMPLED APPROX 2802 PARTIES
NOT SAMPLED 26226 PARTIES
RETURNED 930 PARTIES
NOT RETURNED 1872 PARTIES
PERFORM/IMPORTANCE 472 PARTIES
VISITOR SURVEY 458 PARTIES
LOCALS 34 PARTIES
NON-LOCALS 424 PARTIES

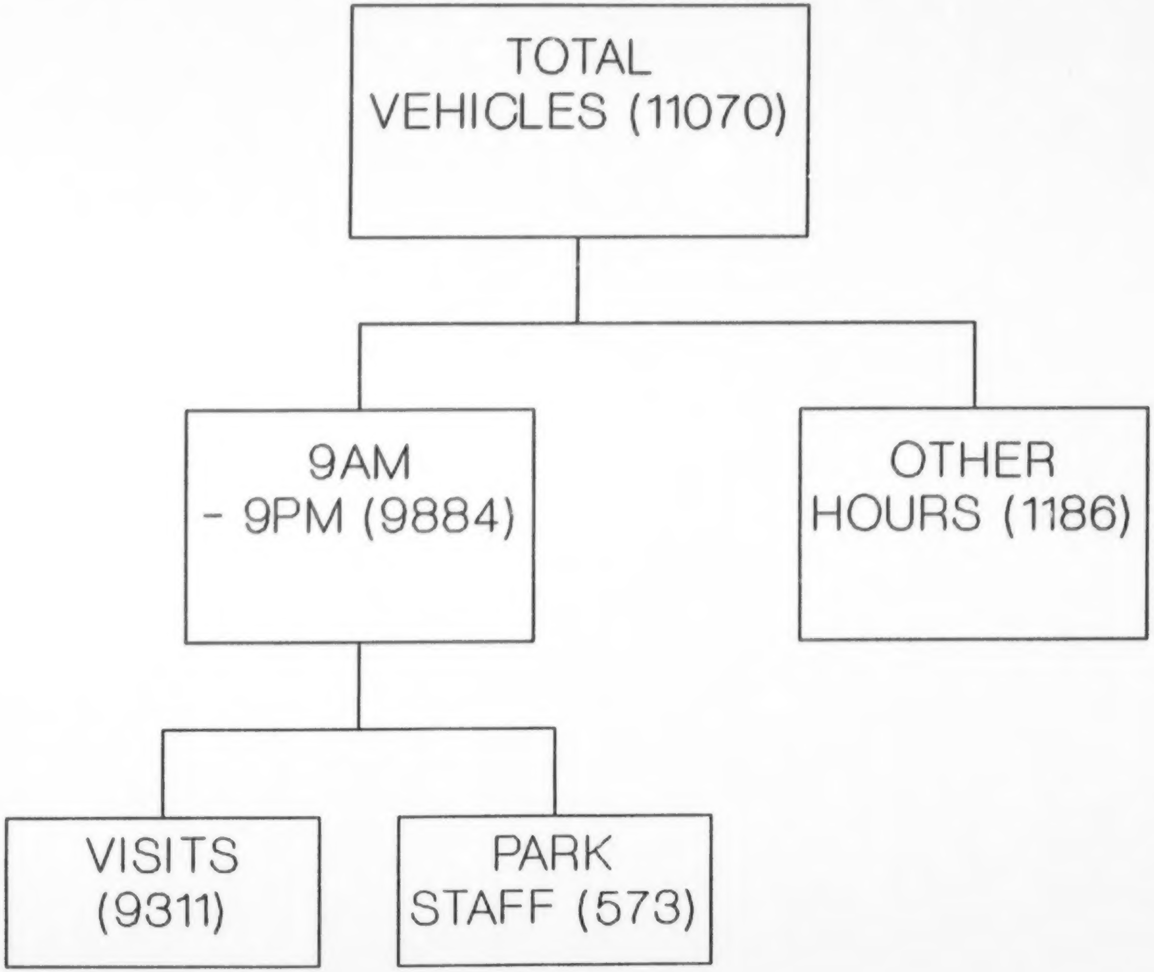
•• VALUES ADJUSTED FOR MISSING DATA

LOUISBOURG KIOSK DATABASE
JUNE 9-SEPT 3C 1989



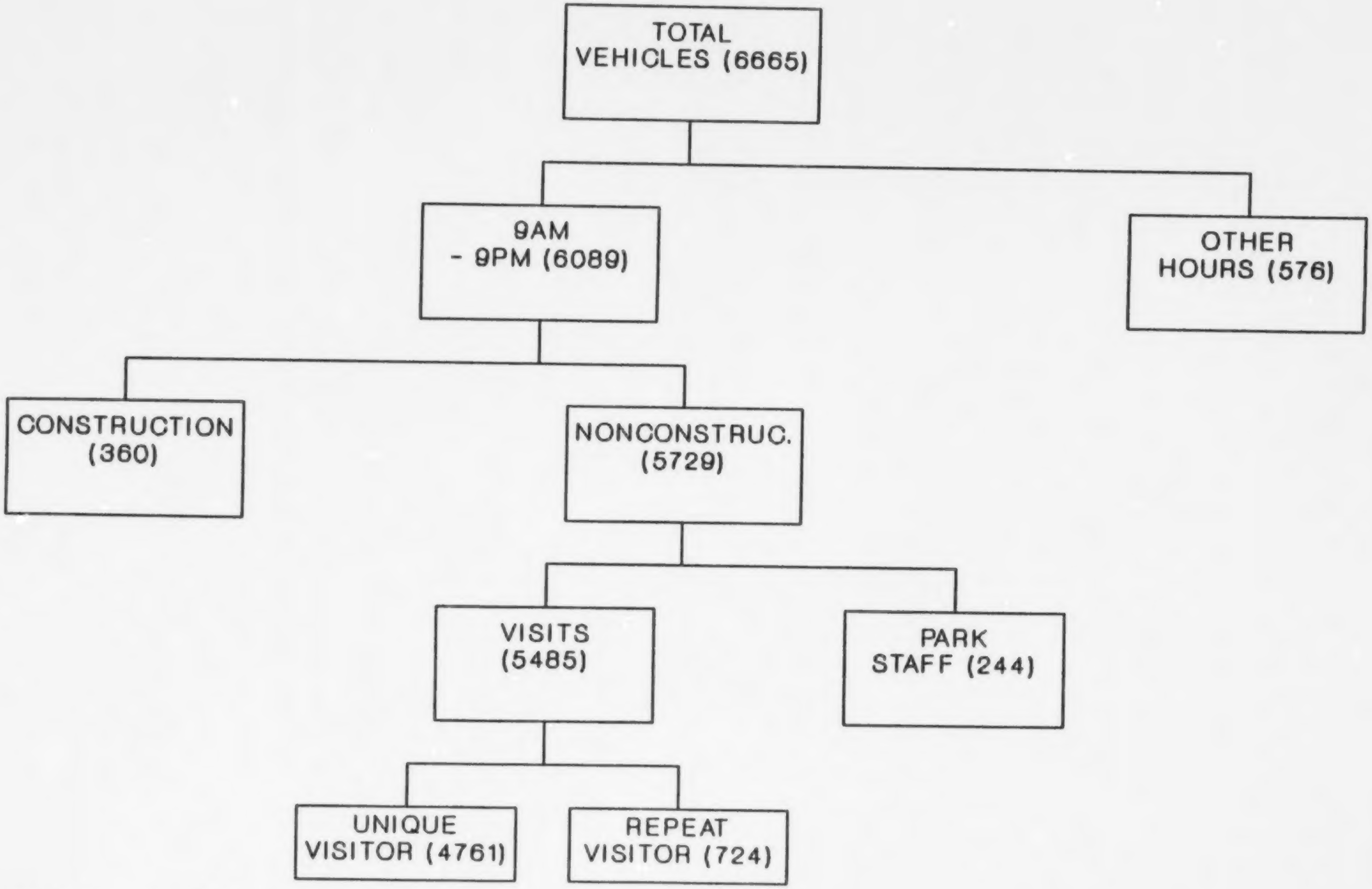
** VALUES ADJUSTED FOR MISSING DATA

POPULATION OF VEHICLES LIGHTHOUSE POINT
JUNE 30 - SEPT 05 1989



SOURCE: TRAFFIC COUNTER

POPULATION OF VEHICLES KENNINGTON COVE
JUNE 30 - SEPT 05 1989



SOURCE: TRAFFIC COUNTER

APPENDIX 2

Questionnaires

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

LOCAL VISITORS

1) Where is your party's permanent place of residence?

City/Town ______________ Prov/State ______

Postal/Zip Code __________

2) Did you visit the park with relatives or friends who do not live on Cape Breton Island?

Yes ___ No ___

3) Was your visit to the Fortress of Louisbourg the only destination of your trip from home on that day?

Yes ___ No ___(If No. Go to 3B)

3B) If No. what was the main destination of your trip from home on that days?

____

4) Was this your party's first visit to the Fortress of Louisbourg?

Yes ___ No ___ (If No. Go to 4A)

4A) How many times has your party visited the Fortress of Louisbourg prior to this trip?

____

COMMUNICATION/TRIP PLANNING

5) What specifically influenced you to take this particular trip to the Fortress of Louisbourg?

____

6) Which magazines do you read most often?

____

____

7) Which newspapers do you read most often?

____

____

8) Was there any additional information that your party needed to plan this trip to the Fortress of Louisbourg but did not have ?

Yes ___ (If Yes, Go to 8A) No ___

8A) What additional information would your party have liked in planning your trip?

____

9) After making the decision to visit the Fortress of Louisbourg how many Months/Weeks/Days passed before you actually visited the Fortress?

___ Number of Months OR ___ Number of Weeks OR ___ Number of Days.

10) If quality modern accommodation was provided within the Historic Fortress of Louisbourg at $150 per night (double occupancy) including meals, would you stay there?

Yes ___ No ___ Do Not Know ___

11) If a campground was established within a 15 minutes drive of the Fortress along the Atlantic Coast near a sandy beach, would you have stayed there?

Yes___ (If YES, Go to 11A) No___ Don't Know___

11A) If Yes. what type of site would you be willing to pay the going rate for?

___ unserviced site with central services ($6.00 per night)

___ electric hookups ($14.25 per night)

___ water and electric hookups ($15.00 per night)

___ 3 way hookups ($16.00)

REGISTRATION NUMBER DOE/CPS-015-03590

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43 ☐
44 ☐

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

LOCAL VISITORS

12) How long did your party spend in the Fortress of Louisbourg on this visit? (from the time you entered the park gates to the time you left the park gates)

______ Length of Visit in Hours

13) Was your length of visit at the Fortress of Louisbourg..... ?

Just Right ___ Too Long ___ Too Short ___ (Go to 13A)

13A) What do you think you missed?

____

14) Including yourself, HOW MANY PEOPLE IN YOUR TRAVEL PARTY fell within each of the following age categories?(Please write the number in the space provided)

a) 1-4 ___ persons
b) 5-12 ___ persons
c) 13-21 ___ persons
d) 22-35 ___ persons
e) 36-45 ___ persons
f) 46-64 ___ persons
g) 65-over ___ persons

15) Which best describes the party you are travelled with to the Fortress of Louisbourg?

a) travelled alone ___
b) couple___
c) family with children ___
d) group of friends/relatives ___
e) member of tour ___
f) other (please specify) ___

16) In which of the following age groups do you belong?

a) 12-21 ___
b) 22-35 ___
c) 36-45 ___
d) 46-64 ___
e) 65-over ___

17) Did any member of your party experience any barriers or difficulties in :

17a) seeing any of the exhibits or events in the Fortress of Louisbourg?

Yes ___ If Yes, Why ?____________________ No ___

____

17b) hearing events or interpreters within the Fortress of Louisbourg?

Yes ___ If Yes, Why ?____________________ No ___

____

17c) accessing the Fortress of Louisbourg or any of the buildings?

Yes ___ If Yes, Why ?____________________ No ___

____

18) What is the highest level of formal education which you have completed?

a) Primary School ____
b) Some High School ____
c) High School _____
d) Some College/University ____
e) College/University Graduate ___
f) Post Graduate _____

Thank you for completing this questionnaire. Your responses will help us plan for the future of this important heritage resource with your needs in mind. Please return this questionnaire as soon as possible in the envelope provided. Postage is on us!

Thank you again

45 ☐☐
47 ☐
48 ☐☐
50 ☐☐ 52 ☐☐
54 ☐☐ 56 ☐☐
58 ☐☐ 60 ☐☐
62 ☐☐
64 ☐
65 ☐
66 ☐
67 ☐☐
69 ☐
70 ☐☐
72 ☐
73 ☐☐
75 ☐

PARC HISTORIQUE NATIONAL DE LA FORTERESSE-DE-LOUISBOURG RÉSIDENTS DE L'ÎLE-DU-CAP-BRETON

1)Indiquer votre lieu de résidence permanent.

Ville ______________ Province ____________

Code postal ____________

RÉSIDENTS DE L'ÎLE-DU-CAP-BRETON SEULEMENT.

2) Lors de votre visite du parc, étiez-vous accompagné d'amis ou de parents n'habitant pas l'Île-du-Cap-Breton?

Oui _____ Non _____

3) La Forteresse-de-Louisbourg était-elle le but premier de votre voyage le jour de votre visite?

Oui _____ Non _____ (Si non, passer à la question 3B)

3B) Si non, qu'elle était la destination première de votre voyage?

____

4) Est-ce la première fois que vous venez au parc historique national de la Forteresse-de-Louisbourg?

Oui _____ Non _____(Si non, passer à la question 4A)

4A) Combien de fois avez-vous visité la Forteresse-de-Louisbourg par le passé?

____

COMMUNICATIONS ET PLANIFICATION DE VOYAGE

5) Qu'est-ce qui vous a influencé à visiter la Forteresse-de-Louisbourg ?

____

6)Quelles revues lisez-vous le plus souvent?

____

____

7) Quels journaux lisez-vous le plus souvent?

____

____

8) Certains renseignements essentiels à la planification de votre voyage vous ont-ils manqué?

Oui _____(Si oui, passer à la question 8A) Non _____

8A)Quelles autres informations auriez-vous aimé avoir?

____

9) Combien de temps avant de partir avez-vous formulé vos projets de voyage?

_____ jours _____semaines _____ mois

10) Aimeriez-vous être hébergé à l'intérieur de la Forteresse-de-Louisbourg s'il existait des installations convenables à $150 la nuit pour deux personnes incluant les repas?

Oui _____ Non _____ Ne sais pas _____

Numéro d'enregistrement – DOE/PKS — 015 – 03590

Ne Rien Écrire Ici

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28 ☐☐

30 ☐

31 ☐☐

33 ☐☐

35 ☐☐

37 ☐☐

39 ☐

11) S'il existait un terrain de camping donnant sur une plage sablonneuse, sur la côte, et situé à moins de 15 minutes de la Forteresse en voiture, y auriez-vous campé?

40 ☐

Oui ____ (Si oui, passer à la question 11A)
Non ____ Ne sais pas ____

11A) Si oui, pour quel genre d'emplacement accepteriez-vous de payer le tarif courant?

____ emplacement sans raccordement avec services centraux ($6.00 la nuit) 41 ☐

____ emplacement avec raccordement électrique ($14.25 la nuit) 42 ☐

____ emplacement avec raccordement d'eau potable et d'alimentation électrique ($15.00 la nuit) 43 ☐

____ raccordement delta (services centraux, eau potable et alimentation électrique $16.00 la unit) 44 ☐

12) Combien de temps avez-vous passé à la Forteresse-de-Louisbourg? 45 ☐☐

durée de la visite en heures ________

13) Selon vous, la durée de votre visite était-elle: 47 ☐

adéquate ____

trop longue ____

trop courte ____ (en ce cas, passer à la question 13A)

13A) Que croyez-vous avoir manqué? 48 ☐☐

____

14) Décomposer par groupe d'âge les membres de votre groupe, y compris vous même.

50 ☐☐ 52 ☐☐
54 ☐☐ 56 ☐☐
58 ☐☐ 60 ☐☐
62 ☐☐

a) 1-4 ans ____ b) 5-12 ans ____

c) 13-21 ans ____ d) 22-35 ans ____

e) 36-45 ans ____ f) 46-64 ans ____

g) 65 ans et plus ____

15) Laquelle des descriptions suivantes s'applique le mieux à votre situation? 64 ☐

a) individu seul ____ b) couple ____

c) famille avec enfants ____ d) groupe d'amis ou de parents ____

e) membre d'un groupe en voyage organisé ____

16) Indiquer le groupe d'âge auquel vous appartenez? 65 ☐

12-21 ans ____ 22-35 ans ____

36-45 ans ____ 46-64 ans ____

65 ans et plus ____

17) Certains membres de votre groupe ont-ils eu de la difficulté à:

17a) voir certains événements , certaines attractions?

Oui ____ (Si oui, pourquoi) Non ____

____

17b) entendre les activités, les interprètes?

Oui ____ (Si oui, pourquoi) Non ____

____

17c) accéder à la Forteresse-de-Louisbourg ou à d'autres édifices?

Oui ____ (Si oui, pourquoi) Non ____

____

18) Quel est votre niveau de scolarité?

1) études primaires ____

2) études secondaires ____

3) études collégiales ____

4) études universitaires ____

5) diplôme d'études de premier cycle ____

6) diplôme d'études supérieures ____

7) sans diplôme ____

Merci d' avoir complété ce questionnaire.

65 __

66 __ __

68 __

69 __ __

71 __

72 __ __

74 __

Vos réponses et suggestions nous aiderons à planifier l' avenir de cette ressource du patrimoine.

Veuillez retourner le questionnaire dans l'enveloppe pré-affranchie ci-jointe.

Merci de votre collaboration.

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

NON-LOCAL VISITORS

1) Where is your party's permanent place of residence?

City ______________ Prov/State ______

Postal/Zip Code __________

2) In total, how many days did your party spend on this trip away from home?

__ Days

3) How many days did your party spend on Cape Breton Island during this trip away from home?

__ Days

4) Was the Fortress of Louisbourg a main destination of your party's trip away from home?

Yes __ No __ (If No, go to 4A)

4A) If no, what was the main destination of your party's trip away from home?

____

5) What were the 5 MOST MEMORABLE attractions your party visited on this trip from home?

____

____

____

____

____

6) While visiting Cape Breton Island, did your party visit any of the following attractions? (please check those which you visited)

__ Cabot Trail

__ Miner's Museum

__ Alexander Graham Bell Museum

__ Marconi National Historic Site

__ St. Peters Canal

__ Other attractions on Cape Breton Island (please specify)

____

____

7) Did your party purchase anything in the modern town of Louisbourg (including credit card purchases)?

Yes __ No __ (If No, go to 7a)

7a) How much did your party spend on the following items in the modern Town of Louisbourg on this visit (please include credit card purchases)? Please place a $0.0 in those spaces for which you did not purchase anything.

transportation (gas, repairs etc.)	$____ Canadian
food and beverage (include alcohol)	$____
accommodation (camping, hotels etc.)	$____
souvenirs, gifts etc.	$____
recreation and entertainment	$____
other	$____

CODING BOXES

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55 ☐☐☐

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK **NON-LOCAL VISITORS**

58 ☐☐

7b) How many people are included in these expenditures

___ Number of people

7c) What was the total amount of your party's expenditures in the local area?

___ can. $ 60 ☐☐☐

8) Was this your party's first visit to the Fortress of Louisbourg?

Yes ___ No ___ (If No, Go to 8a) 63 ☐

8a) If No. how many times has your party visited the Fortress of Louisbourg prior to this visit?

________________ 64 ☐☐

9) Was there any additional information that your party needed to plan this trip to the Fortress but did not have ?

Yes ___ (If Yes. Go to 9A) No ___ 66 ☐

9A) What additional information would you have liked in planning your trip?

________________________ 67 ☐☐

10) After making the decision to visit the Fortress of Louisbourg how many Months/Weeks/Days passed before you actually visited the Fortress? 69 ☐☐

___Months and/or ___Weeks and/or___Days 71 ☐☐

11) What specifically influenced you to take this particular trip to the Fortress of Louisbourg? 73 ☐☐

____

____ 75 ☐☐

12) Which magazines do you read most often? 77 ☐☐

1)______________________________ 2)________________ 79 ☐☐

13) Which newspapers do you read most often? 81 ☐☐

1)______________________________ 2)________________ 83 ☐☐

14) What city or town did you stay in the night before your visit to the Fortress? 85 ☐☐

____

14A) What type of accommodation did you stay in? 87 ☐☐

a)_____ home of friend or relative

b)_____ commercial roofed accommodation

c)_____ campground 89 ☐

d)_____ other

15) What city or town will you stay in the night after your visit to the Fortress?

____

15A) What type of accommodation will you stay in? 90 ☐☐

a)_____ home of friend or relative

b)_____ commercial roofed accommodations

c)_____ campground 92 ☐

d)_____ other

e)_____don't know

16) If quality modern accommodation was provided within a historic building, located within the historic Fortress of Louisbourg at $150 per night (double occupancy) including meals, would you stay there? 93

Yes ___ No ___ Do Not Know ___

17) If a campground was established within a 15 minutes drive of the Fortress along the Atlantic Coast near a sandy beach, would you have stayed there?

Yes___ (If Yes, go to 17a) No___ Do Not Know___ 94

17a) If Yes, what type of site would you be willing to pay the going rate for?

___ unserviced site with central services ($6.00) 95

___ electric hookups ($14.25) 96

___ water and electric hookups ($15.00) 97

___ 3 way hookups ($16.00) 98

18) How long did your party spend in the Fortress of Louisbourg on this visit (from the time you parked your car to the time you left the gates) ?

______ Length of Visit in Hours 99

19) Was your length of visit at the Fortress of Louisbourg.....

Just Right ___ Too Long ___ Too Short ___ (Go to 19A) 101

19A) What do you think you missed?

______________________________ 102

20) Including yourself, how many people in your travel party fell within each of the following age categories?(Please write number in space provided)

a) 1-4 ___ persons b) 5-12 ___ persons 104 106

c) 13-21 ___ persons d) 22-35 ___ persons 108 110

e) 36-45 ___ persons f) 46-64 ___ perosns 112 114

g) 65-over ___ persons 116

21) Which best describes the party you travelled with to the Fortress of Louisbourg? (check all that apply)

a) ___ travelled alone b)___ couple

c) ___ family with children d)___ group of friends/relatives 118

e) ___ member of a club/organization f) ___ other

22) Did any member of your party experience any difficulties in....... 119

22a) seeing exhibits or events in the Fortress of Louisbourg?

Yes ___(If Yes, why) No ___

______________________________ 120

______________________________ 122

22b) hearing events, interpretive talks or other audio exibits within the Fortress of Louisbourg?

Yes ___ (If Yes, why) No ___ 124

______________________________ 125

______________________________ 127

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

NON-LOCAL VISITORS

Did any member of your party experience any difficulties in......

22c) accessing the Fortress of Louisbourg or any of the buildings?

Yes____ (If yes, why) No ___

____

____

23) In which of the following age groups do you yourself belong?

a) 12-21 ___ b) 22-35 ___

c) 36-45 ___ d) 46-64 ___

e) 65-over ___

24) What is the highest level of formal education which you have completed?

a) Primary School _____ d) Some University/College _____

b) Some High School _____ e) University/College _____

c) High School _____ f) Post Graduate _____

25) Do you have suggestions on how we could improve the Fortress of Louisbourg to make it more enjoyable for our visitors?

____

____

____

Thank you for completing this questionnaire. Your responses will help us plan for the future of this important heritage resource with your needs in mind.

Please return the questionnaire as soon as possible in the envelope provided. Postage is on us!

Thank you again.

129 ___ ___

130 ___ ___

132 ___ ___

134 ___ ___

135 ___ ___

136 ___ ___

138 ___ ___

140 ___ ___

PARC HISTORIQUE NATIONAL DE LA FORTERESSE-DE-LOUISBOURG NON-RÉSIDENTS

1)Indiquer votre lieu de résidence permanent.

Ville/Village ____ Province/État ____

Code postal /Code zip __________

2) Combien de jours a duré votre voyage en tout?

_______jours

3) Combien de jours avez-vous passé sur l' Île-du-Cap-Breton?

_______jours

4) La Forteresse-de-Louisbourg était-elle le but premier de votre voyage?

Oui ____ Non ____ (Si non, passer à la question 4A)

4A)Quel etait le but premier de votre voyage?

____

5) Indiquer dans l'ordre les cinq points d'attraction qui ont le plus marqué votre groupe au cours de votre voyage :

____

____

____

____

____

6) Pendant votre périple dans l'Île-du-Cap-Breton, votre groupe a-t-il visité les attractions suivantes?

____ Le Cabot Trail

____ Le musée des mineurs

____ Le musée Alexander Graham Bell

____ Le site historique national Marconi

____ Le canal St. Peters

____ Autre point (précisez)

____

____

7)Votre groupe a-t-il effectué des achats pendant son séjour à Louisbourg (y compris des achats avec une carte de crédit)?

Oui _____(Si oui, passer à la question 7A) Non _____

7A)Quel montant votre groupe a-t-il dépensé pour les biens et services suivants pendant son séjour à Louisbourg (prière d'inclure les achats aux comptes de carte de crédit)?

transport (essence, réparations, etc.) _____$ can.

repas et boissons (y compris les _____$ can.

boissons alcooliques) _____$ can.

hébergement (camping, hôtels, etc.) _____$ can.

souvenirs, cadeaux, etc. _____$ can.

autres dépenses _____$ can.

NE RIEN ÉCRIRE ICI

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31 ☐

32 ☐

33 ☐

34 ☐

35 ☐☐

37 ☐☐

39 ☐

mputés

40 ☐☐☐

43 ☐☐☐

46 ☐☐☐

49 ☐☐☐

52 ☐☐☐

55 ☐☐☐

7B) Combien de personnes dans votre groupe ont bénéficié de ces achats, dépenses? 58 ☐☐

nombre de personnes ______

7C)En tout, quel montant votre groupe a-t-il dépensé dans la région?

______ $ can.

8)Était-ce la première visite de votre groupe à la Forteresse-de-Louisbourg? 60 ☐☐☐

Oui ____ Non ____ (Si non, passer à la question 8A)

8A)Combien de fois votre groupe a-t-il visité la Forteresse-de-Louisbourg

par le passé? 63 ☐

____

9))Certains renseignements essentiels à la planification de votre voyage vous ont-ils manqué? 64 ☐☐

Oui _____ (Si oui, passer à la question 9A) Non ____

9A)Quelles autres informations auriez-vous aimé avoir?

____

10)Combien de temps s'est écoulé entre votre décision de venir à la Forteresse-de-Louisbourg et votre visite? 66 ☐

_____jours _____semaines _____mois

11)Quelles sont les facteurs qui ont influencé votre décision de venir à la Forteresse-de-Louisbourg? 67 ☐☐

1______________________________

2______________________________ 69 ☐☐ 71 ☐☐

12) Quelles revues lisez-vous le plus souvent? 73 ☐☐

1______________________________

2______________________________

13) Quels journaux lisez-vous le plus souvent? 75 ☐☐ 77 ☐☐

____

____ 79 ☐☐

14)Dans quelle localité avez-vous dormi la veille de votre visite de la Forteresse-de-Louisbourg? 81 ☐☐ 83 ☐☐

____ 85 ☐☐

14A)Dans quel genre d'endroit avez-vous été hébergé?

a) chez des amis ou des parents ____

b)établissement commercial couvert (hôtel,auberge) ____ 87 ☐☐

c)terrain de camping ____

d)autre endroit ____ 89 ☐

15)Dans quelle localité dormirez-vous après votre visite de la Forteresse-de-Louisbourg?

____

15A)Dans quel genre d'endroit serez-vous héberge?

a) chez des amis ou des parents _____ 90 ☐☐

b)établissement commercial couvert (hôtel auberge) _____

c)terrain de camping _____

d) autre endroit _____ 92 ☐

e) ne sais pas _____

16) Aimeriez-vous être hébergé à l'intérieur de la Forteresse de la Forteresse-de-Louisbourg s'il existait des installations convenables à $150 la nuit pour deux personnes incluant les repas? 93

Oui _____ Non _____ Ne sais pas ____

17)S'il existait un terrain de camping donnant sur une plage sablonneuse, sur la côte, et situé à moins de 15 minutes de la Forteresse en voiture, y auriez-vous campé? 94

Oui ___(Si oui, continuez a la question 17A) Non ____ Ne sais pas ____

17A) Si oui, pour quel genre d'emplacement accepteriez-vous de payer le tarif courant? 95

_____ emplacement sans raccordement avec services centraux ($6.00) 96

_____ emplacement avec raccordement électrique ($14.25) 97

_____emplacement avec raccordement d'eau potable et d'alimentation électrique ($15.00) 98

_____ raccordement delta (services centraux, eau potable et alimentation electrique) ($16.00) 99

18)Combien de temps avez-vous passé à la Forteresse-de-Louisbourg?

durée de la visite en heures ____________ 101

19)Selon vous, la durée de votre visite était-elle :

adéquate ____ trop longue _____

trop courte____(en ce cas, passer à la question 19A) 102

19A)Que croyez-vous avoir manqué?

____

20)Décomposer par groupe d'âge les membres de votre groupe, y compris vous-même. 104 106 108 110 112 114 116

a) 1-4 ans _____ b) 5-12 ans _____

c) 13-21 ans ______ d) 22-35 ans ______

e) 36-45 ans _____ f)46-64 ans _______

g) 65 ans et plus ______

21)Laquelle des descriptions suivantes s'applique le mieux à votre situation lors de ce voyage? 118

a) ____ individu seul

b) ____couple

c)____ famille avec enfants 119

d) ____groupe d'amis ou de parents

e) ____membre d'un groupe en voyage organisé

f) ____autre source

22)Certains membres de votre groupe ont-ils eu de la difficulté à: 120

22a) voir certains événements, certaines attractions? 122

Oui ___ (Si oui, pourquoi) Non ____

______________________________ 124

____

22b)entendre les activités, les interprètes? 125

Oui ___ (Si oui, pourquoi) Non ____ 127

____

____

22c) à accéder à la Forteresse-de-Louisbourg ou à d'autres édifices?

Oui ___ (Si oui, pourquoi) Non ___ 129

____________________________________ 130

____________________________________ 132

23) Indiquer le groupe d'âge auquel vous appartenez :

a) 12-21 ans _____ b) 22-35 ans _____

c) 36-45 ans _____ d) 46-64 ans _____ 134

e) 65 ans et plus ___

24)Quel est votre niveau de scolarite?

a) ____ études primaires b) _____études secondaires

c) _____ études collégiales d) ____ études universitaires

e) ____ diplôme d'études de premier cycle f) _____ diplôme d'études supérieures 135

25) Selon vous, quels nouveaux services ou installations devrions-nous mettre en place pour rendre votre séjour à la Forteresse-de-Louisbourg plus agréable? 136

____________________________________ 138

____________________________________ 140

____

Merci d' avoir complété ce questionnaire.Vos réponses et suggestions nous aiderons à planifier l'avenir de cette ressource du patrimoine.

Veuillez retourner le questionnaire dans l'enveloppe pré-affranchie ci-jointe.

Merci de votre collaboration.

HISTORIC SITES VISITOR SURVEY

1 15

3 ☐☐☐☐

ASE READ THESE INSTRUCTIONS CAREFULLY BEFORE ANSWERING THE QUESTIONS

answers to the following questions will be used to determine the importance of services and activities NORMALLY AVAILABLE AT AN Historic Site. When answering these questions, please keep in mind that the questions relate to ANY His- Site and NOT just the Fortress of Louisbourg. In answering these questions we are interested in the opinions of your travel party.Please circle a number between 1 and 7 where; 1 = Extremely Unimportant, 4 = Neutral, and 7 = Extremely mportant, or check the box for No Opinion or Not Applicable.

W IMPORTANT IS IT THAT.........?	Extremely Unimportant			Neutral			Extremely Important	Not Applicable	No Opinion
an historic site appears authentic?	1	2	3	4	5	6	7	☐	☐
dern buildings or equipment not be visible n within an historic site?	1	2	3	4	5	6	7	☐	☐
staff at a site be dressed in costumes and ing the role of the historic period?	1	2	3	4	5	6	7	☐	☐
you are greeted in a friendly courteous manner?	1	2	3	4	5	6	7	☐	☐
can find your way around a site without asking for assistance?	1	2	3	4	5	6	7	☐	☐
walking distance between exhibits is not too g?	1	2	3	4	5	6	7	☐	☐
the staff be knowledgeable about the history d background of a site?	1	2	3	4	5	6	7	☐	☐
ere be verbal presentations about a site by park staff?	1	2	3	4	5	6	7	☐	☐
hibits be easily understood?	1	2	3	4	5	6	7	☐	☐
you have an opportunity to touch or use historic objects?	1	2	3	4	5	6	7	☐	☐
pecial events be offered at a site?	1	2	3	4	5	6	7	☐	☐
2) a gift shop have a wide selection of souvenirs	1	2	3	4	5	6	7	☐	☐
souvenirs available in a gift shop be of high quality?	1	2	3	4	5	6	7	☐	☐
souvenirs available in a gift shop be reasonably priced?	1	2	3	4	5	6	7	☐	☐
historic souvenirs appear authentic?	1	2	3	4	5	6	7	☐	☐

HOW IMPORTANT IS IT THAT.......?	Extremely Unimportant			Neutral			Extremely Important	Not Applicable	No Opinion
) you can be served in one of Canada's official languages?	1	2	3	4	5	6	7	☐	☐
7) staff at a site be knowledgeable of daily events and activities?	1	2	3	4	5	6	7	☐	☐
18) maps of a site you are visiting be readily available?	1	2	3	4	5	6	7	☐	☐
19) maps of a site provide simple, clear directions around a site?	1	2	3	4	5	6	7	☐	☐
) you know what to expect in terms of weather when planning a trip?	1	2	3	4	5	6	7	☐	☐
1) you know what to expect in terms of accommodation and restaurants?	1	2	3	4	5	6	7	☐	☐
22) you know what recreational activities are available at a site?	1	2	3	4	5	6	7	☐	☐

PLEASE READ CAREFULLY, THANK YOU.

The next series of questions relate to your party's visit to the Fortress of Louisbourg National Historic Park. Specifically, we are interested in knowing how satisfied your party was with the services and activities offered at the Fortress of Louisbourg on your most recent visit. Please indicate your satisfaction level by circling a number along the scale: 1 = Extremely Dissatisfied, 4 = Neutral, 7 = Extremely Satisfied, or checking the box for No Opinion or Not Applicable.

HOW SATISFIED WERE YOU WITH.........?	Extremely Dissatisfied			Neutral			Extremely Satisfied	Not Applicable	No Opinion
1) the historic appearance of the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
) the absence of modern buildings and equipment within view of the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
) the staff's historic costumes and acting of historic roles?	1	2	3	4	5	6	7	☐	☐
) the greeting you received from park staff when you entered the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
5) the directions guiding you around the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
) the walking distance between exhibits?	1	2	3	4	5	6	7	☐	☐
7) the staff's knowledge and information about the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
8) the staff's verbal presentations explaining the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
) the clarity of the exhibits?	1	2	3	4	5	6	7	☐	☐

HOW SATISFIED WERE YOU WITH .....?	Extremely Dissatisfied			Neutral			Extremely Satisfied	Not Applicable	No Opinion
0) the opportunity to touch or use historic objects within the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
1) the special events offered at the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
12) the selection of souvenirs available in the gift shop?	1	2	3	4	5	6	7	☐	☐
13) the quality of the souvenirs available in the gift shop?	1	2	3	4	5	6	7	☐	☐
4) the prices of souvenirs in the gift shop?	1	2	3	4	5	6	7	☐	☐
15) the historic souvenirs offered in the gift shop appearing authentic?	1	2	3	4	5	6	7	☐	☐
6)being served in one of Canada's official languages at the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
7) the staff's knowledge of daily activities and events happening within the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
8) the 'availability' of maps of Louisbourg National Historic Park?	1	2	3	4	5	6	7	☐	☐
19) being able to follow the directions on the site map?	1	2	3	4	5	6	7	☐	☐
20) trip planning information about what kind of weather to expect at Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
1) trip planning information about the accommodation and restaurant services available in the region of Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐
2) trip planning information about recreational activities offered at the Fortress of Louisbourg?	1	2	3	4	5	6	7	☐	☐

OME QUESTIONS ABOUT YOU AND YOUR PARTY

23) Where is your permanent place of residence?

City /Town__________________ Prov/State ________

Postal/Zip Code ____________

4) How old are you? ______ Number of Years

5) When visiting the Fortress of Louisbourg this summer, how many people including yourself were in your travel party? ___________

6) Including yourself, how many people in your travel party fell within each of the following age groups?

a) 1-4 ___persons
b) 5-12 ___persons
c) 13-21 ___persons
d) 22-35 ___persons
e) 36-45 ___ persons
f) 46-64 ___persons
g) 65-over ___persons

ENQUÊTE AUPRÈS DES VISITEURS PARCS HISTORIQUES NATIONAUX

VEUILLEZ LIRE LES INSTRUCTIONS ATTENTIVEMENT AVANT DE RÉPONDRE AUX QUESTIONS

1 2 5

3 ☐☐☐☐

Les réponses que vous donnez aux questions suivantes serviront à déterminer l'importance des services et des activités NORMALEMENT OFFERTS dans les lieux historiques nationaux. Ces questions se rapportent à l'ensemble des parcs historiques nationaux et non seulement à la Forteresse-de-Louisbourg. Pour chacun des énoncés, veuillez encercler le numéro de votre choix, toujours en tenant compte de l'opinion de votre groupe, selon l'échelle suivante : 1 = pas du tout important, 4 = neutre, 7 = extrêmement important ou cochez sans opinion ou non applicable.

EST-IL IMPORTANT?	Pas du tout Important			Neutre			Extrêmement Important	Non Applicable	Sans Opinion
qu'un lieu historique paraisse authentique?	1	2	3	4	5	6	7	☐	☐
2)que les immeubles ou les installations modernes ne soient pas visibles de l'intérieur du lieu historique?	1	2	3	4	5	6	7	☐	☐
3)que les employés du lieu historique soient habillés en costume d'époque et vaquent à des occupations congruentes à la période historique en question?	1	2	3	4	5	6	7	☐	☐
que vous soyez accueilli de façon courtoise et aimable?	1	2	3	4	5	6	7	☐	☐
5)que vous puissiez vous orienter sans avoir à demander de l'aide?	1	2	3	4	5	6	7	☐	☐
)que vous n'ayez pas à marcher longtemps entre les diverses expositions?	1	2	3	4	5	6	7	☐	☐
)que les employés connaissent l'histoire et les particularités du lieu historique?	1	2	3	4	5	6	7	☐	☐
8)que les employés fassent des présentations verbales sur le lieu historique?	1	2	3	4	5	6	7	☐	☐
9)que les expositions soient faciles à comprendre?	1	2	3	4	5	6	7	☐	☐
0)que les visiteurs aient l'occasion de manipuler les objets historiques?	1	2	3	4	5	6	7	☐	☐
1)que des activités spéciales soient prévues sur les lieux?	1	2	3	4	5	6	7	☐	☐
12)que la boutique de souvenirs offre un choix varié?	1	2	3	4	5	6	7	☐	☐
13)que les articles en vente dans la boutique soient de haute qualité?	1	2	3	4	5	6	7	☐	☐
4)que les articles en vente dans la boutique soient offerts à un prix raisonnable?	1	2	3	4	5	6	7	☐	☐
5) que les articles en vente dans la boutique aient un aspect authentique?	1	2	3	4	5	6	7	☐	☐

	Extrémement Insatisfait			Neutre			Extrémement Satisfait	Non Applicable	Sans Opinion
la possibilité de manipuler des objets his- ues à l'intérieur de la Forteresse?	1	2	3	4	5	6	7	☐	☐
activités spéciales offertes par la teresse?	1	2	3	4	5	6	7	☐	☐
hoix des souvenirs offerts à la boutique de orteresse?	1	2	3	4	5	6	7	☐	☐
de la qualité des articles offerts dans la bouti- de la Forteresse?	1	2	3	4	5	6	7	☐	☐
prix des souvenirs offerts par la boutique?	1	2	3	4	5	6	7	☐	☐
l'aspect authentique des articles en vente s la boutique de la Forteresse?	1	2	3	4	5	6	7	☐	☐
la disponibilité du service dans les deux gues officielles à la Forteresse?	1	2	3	4	5	6	7	☐	☐
la mesure dans laquelle les employés de la rteresse sont informés des activités ituelles et des événements prévus pour les teurs?	1	2	3	4	5	6	7	☐	☐
la disponibilité de plans du parc historique tional de la Forteresse-de-Louisbourg?	1	2	3	4	5	6	7	☐	☐
la clarté des indications données sur les ans du parc?	1	2	3	4	5	6	7	☐	☐
es renseignements sur les tendances nérales du temps à Louisbourg dans le but vous aider à planifier votre voyage?	1	2	3	4	5	6	7	☐	☐
s renseignements de voyage sur l'héberge- ent et les restaurants disponibles à Louis- ourg et dans les environs?	1	2	3	4	5	6	7	☐	☐
es renseignements de voyage sur les loisirs ferts par la Forteresse-de-Louisbourg?	1	2	3	4	5	6	7	☐	☐

NSEIGNEMENTS SUR VOTRE GROUPE ET VOUS-MÊME

ndiquer votre lieu de résidence permanent.

ille/Village____________ Province/État___________

ode postal/Code zip___________________

ndiquer votre âge : __________ ans

25) Lors de votre visite de la Forteresse-de-Louisbourg cet été, combien y avait-il de personnes dans votre groupe, y compris vous-même?_____________

)Décomposer par groupe d'âge les membres de votre groupe, y compris vous-même.

a) 1-5 ans_____ b) 6-12 ans_____

c) 3-21 ans_____ d) 22-35 ans_____

e)36-45 ans_____ f)46-64 ans_____

g)65 ans et plus_____

	Pas du tout Important			Neutre			Extrêmement Important	Non Applicable	Sans Opinion
6)que vous soyez servi dans la deux langues officielles ?	1	2	3	4	5	6	7	☐	☐
7)que les employés du lieu historique soient au fait des événements et des activités ?	1	2	3	4	5	6	7	☐	☐
18)qu'on trouve facilement le plan des lieux?	1	2	3	4	5	6	7	☐	☐
9)que le plan des lieux soit accompagné d'indications pour les visiteurs?	1	2	3	4	5	6	7	☐	☐
0)que vous soyez renseigné sur les tendances locales de la météo pour planifier votre voyage?	1	2	3	4	5	6	7	☐	☐
21)que vous sachiez à quoi vous attendre pour ce qui est de l'hébergement et des restaurants?	1	2	3	4	5	6	7	☐	☐
2)que vous soyez informé des activités offertes sur les lieux?	1	2	3	4	5	6	7	☐	☐

VEUILLEZ LIRE LES INSTRUCTIONS ATTENTIVEMENT

Les questions suivantes ont trait à votre visite du parc historique national de la Forteresse-de-Louisbourg. Le questionnaire a pour but de déterminer dans quelle mesure vous avez été satisfait des activités et des services offerts à la Forteresse-de-Louisbourg lors de votre visite. Veuillez encercler le numéro correspondant à votre degré de satisfaction, toujours en tenant compte de l'opinion de votre groupe, selon l'échelle ci-dessous : 1 = extrêmement insatisfait, 4 = neutre, 7 = extrêmement satisfait, ou cochez sans opinion ou non applicable.

ÊTES-VOUS SATISFAIT :

	Extrêmement Insatisfait			Neutre			Extrêmement Satisfait	Non Applicable	Sans Opinion
1)de l'aspect authentique de la Forteresse-de-Louisbourg?	1	2	3	4	5	6	7	☐	☐
2)de l'absence d'immeubles et d'installations modernes pouvant être aperçus de l'intérieur de la Forteresse?	1	2	3	4	5	6	7	☐	☐
3)du jeu de rôle et des costumes d'époque des employés de la Forteresse?	1	2	3	4	5	6	7	☐	☐
4)de l'accueil des visiteurs à l'entrée de la Forteresse?	1	2	3	4	5	6	7	☐	☐
5)des indications permettant de vous orienter à l'intérieur de la Forteresse?	1	2	3	4	5	6	7	☐	☐
6)de la distance à parcourir d'une exposition à l'autre?	1	2	3	4	5	6	7	☐	☐
7)des connaissances des employés et des informations qu'ils ont fournies sur la Forteresse?	1	2	3	4	5	6	7	☐	☐
8)des présentations orales des employés sur la Forteresse-de-Louisbourg?	1	2	3	4	5	6	7	☐	☐
9)de la clarté des thèmes d'exposition?	1	2	3	4	5	6	7	☐	☐

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK **BUS SURVEY**

ABOUT YOU......

Please read the questions carefully before responding.

1) Where is your permanent place of residence?

City/Town ________________ Prov/State _______

Postal/Zip Code ___________

2) What age group do you fall between?

a) 12-21 ___ b) 22-35 ___

c) 36-45 ___ d) 46-64 ___

e) 65-over ___

ABOUT YOUR TRIP:

3) In total, how many days or hours did you spend on your trip away from home?

___ Days or ___ Hours

4) How many days or hours did you spend on Cape Breton Island during this trip away from home?

___ Days or ___ Hours

5) Before leaving home did you know that this bus tour would be visiting the Fortress of Louisbourg?

Yes ___ (If Yes, Go to 5A) No ___

5A) Was visiting the Fortress of Louisbourg a major consideration in choosing this tour package?

Yes ___ No ___ Do Not Know ___

6) Was this your first visit to the Fortress of Louisbourg?

Yes ___ No ___ (If No, Go to 6A)

6A) How many times have you visited the Fortress of Louisbourg prior to this visit ? ________________

7) How did you learn about this bus tour package?

a) Bus Company Information ____ b) Brochures ____

c) Newspaper or Magazines ____ d) Radio ____

e) Friends/Relatives ___ f) Nothing in Particular ___

g) Other/ (Please Specify) ____

____

7A) Why did you choose this bus tour package?

____

7B) Which magazines do you read most often?

____

____

7C) Which newspapers do you read most often?

____

____

Coding Box

1 1 6

3 ☐☐☐☐

7 ☐☐☐☐☐☐

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22 ☐

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24 ☐

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27 ☐ 28 ☐

29 ☐ 30 ☐

31 ☐ 32 ☐

33 ☐☐

35 ☐☐

37 ☐☐

39 ☐☐

41 ☐☐

43 ☐☐

REGISTRATION NUMBER : DOE/CPS-015-03590

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

BUS SURVEY

8) Was the information you received about the tour package adequate?

Yes ___ No ___ (If No, Go to 8A) 45 ☐

8A) What additional information would you have liked?

___________________________ 46 ☐☐

9) On this tour which of the following provinces did you visit in Atlantic Canada? (Place a check mark beside the right answers)

Prince Edward Island ___ Mainland Nova Scotia ___ 48 ☐ 49 ☐

New Brunswick ___ Newfoundland ___ 50 ☐ 51 ☐

9A) What were the top five attractions in Atlantic Canada you visited on this tour? (Please list in order of importance.)

1)_______________ 2)_______________ 52 ☐☐ 54 ☐☐

3)_______________ 4)_______________ 56 ☐☐ 58 ☐☐

5)_______________ 60 ☐☐

10) How long in advance of leaving home did you plan to go on this trip?

Number of Weeks ___ or Number of Months ___ or Number of Years ___ 62 ☐☐ 64 ☐☐ 66 ☐☐

ABOUT YOUR VISIT TO THE FORTRESS....

11) How many hours did you spend at the Fortress of Louisbourg?

Length of Visit in Hours ___ 68 ☐☐

12) Was your length of visit at the Fortress of Louisbourg.....

Just Right ___ Too Long ___ Too Short ___ (If Too Short, Go to 12A) 70 ☐

12A) What do you think you missed?

_______________________________ 71 ☐☐

13) Please rate your satisfaction level with the following activities and services at the Fortress of Louisbourg. Please circle a number between 1 and 7 where 1 = Extremely Dissatisfied, 4 = Neutral 7 = Extremely Satisifed or State No Opinion or Not Applicable.

i) How satisfied were you with the exhibits and displays?

Extremely Dissatisfied			Neutral		Extremely Satisfied		No Opinion	Not Applicable	
1	2	3	4	5	6	7	___	___	73 ☐

ii) How satisfied were you with the staff's historic costumes and acting of historic roles?

Extremely Dissatisfied			Neutral		Extremely Satisfied		No Opinion	Not Applicable	
1	2	3	4	5	6	7	___	___	74 ☐

iii) How satisfied were you with the service you received from park staff?

Extremely Dissatisfied			Neutral		Extremely Satisfied		No Opinion	Not Applicable	
1	2	3	4	5	6	7	___	___	75 ☐

iv) How satisfied were you with the food services available at the Fortress of Louisbourg?

Extremely Dissatisfied			Neutral		Extremely Satisfied		No Opinion	Not Applicable
1	2	3	4	5	6	7	____	____

76 __ __

v) How satisfied were you with the availability of information about the Fortress of Louisbourg?

Extremely Dissatisfied			Neutral		Extremely Satisfied		No Opinion	Not Applicable
1	2	3	4	5	6	7	____	____

77 __ __

vi) How satisfied were you with the selection of souvenirs in the gift shop?

Extremely Dissatisfied			Neutral		Extremely Satisfied		No Opinion	Not Applicable
1	2	3	4	5	6	7	____	____

78 __ __

14) If quality modern accommodation was provided within a historic building located within the historic Fortress of Louisbourg at $150 per night (double occupancy) including meals, would you stay there?

Yes __ No __ Do Not Know __

79 __ __

15) Do you have any suggestions on how we could improve the Fortress of Louisbourg to make it more enjoyable for our visitors?

____

____

____

____

80 __ __

82 __ __

84 __ __

Thank you for completing this questionnaire. Your responses will help us plan for the future of this important heritage resource, with your needs in mind.

Please return the questionnaire when you arrive home in the self -addressed envelope provided. Postage is on us!

Thank You Again.

Parc historique national de la Forteresse-de-Louisbourg **Voyage organisé**

RENSEIGNEMENTS PERSONNELS....

1)Indiquer votre lieu de résidence permanent.

Ville ______ Province ______ Code postal _______

2)Indiquer le groupe d'âge auquel vous appartenez?

a) 12-21 ans ___
b) 22-35 ans ___
e) 36-45 ans ___
f) 46-64 ans ___
g) 65 ans et plus ___

RENSEIGNEMENTS SUR VOTRE VOYAGE

3)Combien de jours a duré votre voyage en tout?

_______ jours OU _____heures

4)Combien de jours avez-vous passé sur l'Île-du-Cap-Breton au cours de ce voyage?

_______ jours OU ____heures

5)Saviez-vous avant de partir que la visite de la Forteresse-de-Louisbourg était prévue au programme de ce voyage organisé?

Oui ____ Non _____ (Si oui, passer à la question 5A)

5A)Le fait que ce voyage organisé comprenne la visite de la Forteresse-de-Louisbourg a-t-il influencé votre choix?

Oui _____ Non ____ Ne sais pas ______

6)Est-ce votre première visite à la Forteresse-de-Louisbourg?

Oui ____ Non _____ (Si non, passer à la question 6A)

6A)Combien de fois avez-vous visité la Forteresse-de-Louisbourg par le passé?

__________ fois

7)Comment avez-vous pris connaissance de ce voyage organisé?

Renseignements de l'organisateur de voyages ______
Dépliants et brochures ______
Revues ou journaux ______ Radio ______
Amis ou parents ______ Aucune source particulière ______
Autre source. Précisez ______________________________

7A)Pourquoi avez-vous choisi ce voyage organisé en particulier?

____

7B)Quelles revues lisez-vous régulièrement?

____

____

7C) Quels journaux lisez-vous régulièrement?

____

____

Ne Rien Écrire ici

1 [26]
3 ☐☐☐☐
7 ☐☐☐☐☐☐
13 ☐
14 ☐☐
16 ☐☐
18 ☐☐
20 ☐☐
22 ☐
23 ☐
24 ☐
25 ☐☐
27 ☐ 28 ☐
29 ☐ 30 ☐
31 ☐ 32 ☐
33 ☐☐
35 ☐☐
37 ☐☐
39 ☐☐
41 ☐☐
43 ☐☐

NUMÉRO D'ENREGISTREMENT – DOE/CPS – 015 - 03590

8)La documentation que vous avez reçue pour le voyage organisé était-elle adéquate?

Oui ______ Non ______ (Si non, passer à la question 8A)

8A)Quels autres renseignements auriez-vous aimé recevoir?

____

9)Indiquer les provinces que vous avez visitées parmi les suivantes :

Île-du-Prince-Édouard ____ Nouvelle-Écosse _____

Nouveau-Brunswick ____ Terre-Neuve _____

9A)Indiquer dans l'ordre les cinq points d'attraction qui vous ont le plus marqué au cours de votre voyage dans les maritimes :

1)______________________________
2)______________________________
3)______________________________
4)______________________________
5)______________________________

10)Combien de temps avant de partir avez-vous formulé vos projets de voyage?

________semaines ________ mois ________ années

RENSEIGNEMENTS SUR VOTRE VISITE DE LA FORTERESSE-DE-LOUISBOURG

11)Combien de temps avez-vous passé à la Forteresse-de-Louisbourg?

Durée de la visite en heures __________

12)Selon vous, la durée de votre visite était-elle :

adéquate _____
trop longue _____
trop courte _____
(en ce cas, passer à la question 12A)

12A) Que croyez-vous avoir manqué?

____

13) Veuillez indiquer votre degré de satisfaction à l'égard des activités et des services selon l'échelle suivante : 1 = extrêmement insatisfait, 4 = passable, 7 = extrêmement satisfait, sans opinion ou ne s'applique pas.

i) Êtes-vous satisfait des présentations et des expositions?

Extrêmement insatisfait			Neutre			Extrêmement satisfait	Sans opinion	Ne s'applique pas
1	2	3	4	5	6	7	____	____

ii) Êtes-vous satisfait des figurants incarnant les habitants de l'époque?

Extrêmement insatisfait			Neutre			Extrêmement satisfait	Sans opinion	Ne s'applique pas
1	2	3	4	5	6	7	____	____

iii) Êtes-vous satisfait des services fournis par le personnel du parc?

Extrêmement insatisfait			Neutre			Extrêmement satisfait	Sans opinion	Ne s'applique pas
1	2	3	4	5	6	7	____	____

45 ☐
46 ☐☐
48 ☐ 49 ☐
50 ☐ 51 ☐
52 ☐☐ 54 ☐☐
56 ☐☐ 58 ☐☐
60 ☐☐
62 ☐☐
64 ☐☐
66 ☐☐
68 ☐☐
70 ☐
71 ☐☐
73 ☐
74 ☐
75 ☐

iv) Êtes-vous satisfait des services de restauration offerts à Louisbourg?

Extrêmement insatisfait			Neutre			Extrêmement satisfait	Sans opinion	Ne s' applique pas
1	2	3	4	5	6	7	____	____

76 ___

v) Êtes-vous satisfait du niveau d'information disponible sur la Forteresse-de-Louisbourg?

Extrêmement insatisfait			Neutre			Extrêmement satisfait	Sans opinion	Ne s' applique pas
1	2	3	4	5	6	7	____	____

77 ___

vi) Êtes-vous satisfait du choix des articles et des souvenirs dans la boutique?

Extrêmement insatisfait			Neutre			Extrêmement satisfait	Sans opinion	Ne s' applique pas
1	2	3	4	5	6	7	____	____

78 ___

14)Aimeriez-vous être hébergé à l'intérieur de la Forteresse-de-Louisbourg s'il existait des installations convenables à $150 la nuit pour deux personnes incluant les repas?

Oui ____ Non ____ Ne sais pas ____

79 ___

15) Selon vous, quels nouveaux services ou installations devrions-nous mettre en place pour rendre votre séjour à la Forteresse-de-Louisbourg plus agréable?

____

____

____

80 ___ ___

82 ___ ___

84 ___

Merci d' avoir complété ce questionnnaire.

Vos résponses et suggestions nous aiderons à planifier l'avenir de cette ressource du patrimoine.

Veuillez retourner le questionnaire dans l'enveloppe pré-affranchie ci-jointe.

Merci de votre collaboration.

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

LIGHTHOUSE POINT

Dear Park Visitors:

Hello, my name is __________ I am with __________________ We are conducting a visitor survey on behalf of the Canadian Parks Service. In an effort to meet the needs of our visitors it is important that we ask you about your visit to Lighthouse Point. The information given in this interview will be treated in accordance with the provisions of the Access to Information and Privacy Act. Your participation is voluntary and by doing so, you will be letting us know about your needs and preferences for Lighthouse Point. Access to the summary information obtained in these interviews can be obtained by enquiring to the Regional Director of Canadian Parks Service or the Access to Information Coordinator for Environment Canada, quoting the registration number DOE/CPS-015-03590. We thank you for participating in this survey.

Interviewer to Record the following:

REFUSED (specify why) ____________________

LANGUAGE (circle) F E

MONTH (circle) JULY AUGUST SEPTEMBER **DAY OF MONTH** ____

SEX (circle) M F **PARTY SIZE** ________

---

1) Where is your permanent place of residence?

City/Town __________________ Province/State ______________

Postal Code/ZipCode __________________

2) Including yourself, how many people in your party fall within each of the following age categories? (CIRCLE CATAGORY RESPONDENT FALLS INTO)

a) 1-4 preschool age _______ persons b) 5-12 elementary school age _______ persons

c) 13-21 adolescents _______ persons d) 22-35 adults _______ persons

e) 36-45 _______ persons f) 46-64 ______ persons

g) 65 and over _______ persons

3) Which best describes the party you are travelling with?

a) ___ travel alone b) ___ couple

c) ___ family with children d) ___ group of friends or relatives

e) ___ members of a club/organization f) ___ other (Please Specify) ______________

4) Are you aware that Lighthouse Point is part of the Fortress of Louisbourg National Historic Park?

Yes ___ No ___

5) Was Lighthouse Point the main destination of your trip today?

Yes ___ No ___ (If No, Go to 5A)

5A) If No, What was your main destination ?

____

6) Did you visit the Fortress of Louisbourg today?

Yes ___ No ___ (If No, Go to 6A)

6A) If No, Do you plan on visiting the Fortress of Louisbourg today?

Yes ___ No ___ (If No, Go to 6B)

6B) If No, have you ever visited the Fortress of Louisbourg?

Yes ___ (If Yes, Go to 6C) No ___ Don't Know ___

6C) If Yes, when was your last visit?

Year ______

7) Was this your first visit to Lighthouse Point?

Yes ___ No ___

8) How much time did you spend at Lighthouse Point today?

Minutes _____ or Hours ____

REGISTRATION NUMBER : DOE/CPS-015-03590

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FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK **LIGHTHOUSE POINT**

9) Approximately how many times do you think you will visit Lighthouse Point this summer between July 1 and August 31?

Number of Visits_____ Don't Know ____ 51 ☐☐

10) Are you a resident of Cape Breton Island?

Yes __(If Yes go to 15) No__(If No go to 11) 53 ☐

11) In which City or Town did you stay overnight in last night ? 54 ☐☐

____

11A) What type of accommodation did you stay in? 56 ☐

a)____ private home b)_____commercial roofed accommodations

c)____ friends relatives d)_____ campgrounds

e) ______ other

12) What City or Town do you expect to stay in tonight? 57 ☐☐

____

12A) What type of accommodation do you plan on staying at tonight? 59 ☐

a)_____ private home b)______ commercial roofed accommodations

c)_____ friends/relatives d)______ campgrounds

e)______ other f)______ don't know

13) In total, how many hours or days will you spend on this trip away from home? 60 ☐☐ 62 ☐☐

____ length of trip in Hours ____ length of trip in Days

14) How many hours or days will you spend on Cape Breton Island? 64 ☐☐ 66 ☐☐

______ Number of Hours ______ Number of Days

15) What activities did you do while visiting Lighthouse Point today? 68 ☐☐ 70 ☐☐

____

16) What was your main reason for visiting Lighthouse Point today? 72 ☐☐

____

17) In your opinion what are the outstanding features of Lighthouse Point? 74 ☐☐ 76 ☐☐ 78 ☐☐

____

____

____

18) How did you first learn about Lighthouse Point? (Check only one) 80 ☐☐

a) ___ have always known it existed b) ___ friends/relatives

c) ___ National Park signs d) ___ National Park staff

e) ___ tourist brochures f) ___ do not know

g)____ school h) ___ other (Please Specify) ____________

19) Are there any services or facilities that you feel should be offered at Lighthouse Point which would make your visit more enjoyable? 82 ☐☐ 84 ☐☐

____

THANK YOU FOR YOUR CO-OPERATION!

PARC HISTORIQUE NATIONAL DE LA FORTERESSE-DE-LOUISBOURG **LIGHTHOUSE POINT**

Bonjour.

Je m'appelle __________ Je suis agent du Service canadien des parcs, d'Environnement Canada. De manière à mieux répondre aux besoins des visiteurs, nous aimerions connaître vos impressions sur votre séjour à Lighthouse Point. Tous les renseignements fournis dans le cadre de cette entrevue demeureront strictement confidentiels conformément aux dispositions de la Loi sur l'accès à l'information et de la Loi sur la protection des renseignements personnels. Bien entendu, vous n'êtes pas tenu de vous soumettre à cette entrevue. Si vous désirez obtenir le sommaire des résultats, veuillez vous adresser au directeur régional d'Environnement Canada ou au coordonnateur de l'accès à l'information du Service canadien des parcs, en prenant soin d'indiquer le numéro d'enregistrement figurant au bas de ce document. Nous vous remercions de votre collaboration.

Renseignements devant être consignés par l'interviewer :

REFUS (spécifiez) ______________________________

LANGUE (encerclez) F A

DATE (encerclez) JUILLET AOÛT SEPTEMBRE JOUR_____

SEXE (encerclez) H F TAILLE DU GROUPE ________

---

1) Indiquer votre lieu de résidence permanent.

Ville Village _____ Province État _____

Code postal Code zip __________

2) Décomposer par groupe d'âge les membres de votre groupe, y compris vous-même? (ENCERCLEZ LA CATEGORIE DE LA PERSONNE INTERROGÉE)

a) 1-4 ans (enfants d'âge préscolaire)_____ b) 5-12 ans (enfants de niveau primaire)_____

c) 13-21 ans (adolescents)_____ d) 22-35 ans (adultes)_____

e) 36-45 ans _____ f) 45-64 ans _____

g) 65 ans et plus_____

3) Laquelle des descriptions suivantes s'applique le mieux à votre situation?

a) _____individu seul b) _____couple

c) _____famille avec enfants d) _____groupe d'amis ou de parents

e) _____membre d'une association ou d'une organisation quelconque

f) autres (spécifiez)______________

4) Saviez-vous que Lighthouse Point fait partie du parc historique national de la Forteresse-de-Louisbourg?

Oui _____ Non _____

5) Lighthouse Point était-il votre destination première aujourd'hui?

Oui _____ Non _____ (Si non, passer à la question 5A)

5A) Si non, quelle était votre principale destination?

____

6) Avez-vous visité la Forteresse-de-Louisbourg aujourd'hui?

Oui _____ Non _____ (Si non, passer à la question 6A)

6A) Si non, prévoyez-vous visiter la Forteresse-de-Louisbourg aujourd'hui?

Oui _____ Non _____ (Si non, passer à la question 6B)

6B) Avez-vous déjà visité la Forteresse-de-Louisbourg?

Oui ___(Si oui, passer à la question 6C) Non _____ Ne sais pas_____

6C) Indiquer la date de votre dernière visite.

Année_____

7) Était-ce votre première visite à Lighthouse Point?

Oui _____ Non _____

8) Combien de temps avez-vous passé à Lighthouse Point aujourd'hui?

_____ minutes ou _____ heures

NUMERO D'ENREGISTREMENT—DOE/CPS-015-03590

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43 ☐

44 ☐☐

46 ☐

47 ☐☐ 49 ☐☐

PARC HISTORIQUE NATIONAL DE LA FORTERESSE-DE-LOUISBOURG **LIGHTHOUSE POINT**

9)Combien de fois prévoyez-vous revenir à Lighthouse Point cet été? (Entre le 1er juillet et le 31 août)

nombre de visites ______ Ne sais pas______ 51 ☐☐

10) Êtes-vous résident de l'Île-du-Cap-Breton? 53 ☐

Oui _(Si oui, passer à la question 15) Non_(Si non, passer à la question 11)

11) Dans quelle ville ou localité avez-vous dormi la nuit dernière? 54 ☐☐

____

11A)Indiquer le type d'hébergement que vous avez choisi :

a) _____maison privee b)_____établissement commercial (hôtel,auberge) 56 ☐

c) _____chez des amis, parents d)_____terrain de camping

e) _____autre type d'hébergement

12)Dans quelle ville prevoyez-vous dormir cette nuit? 57 ☐☐

____

12A)Indiquer le type d'hébergement que vous choisirez cette nuit :

a) _____maison privee b) _____établissement commercia (hôtel,auberge)l 59 ☐

c)_____chez des amis, parents d) _____terrain de camping

e)_____autre type d'hébergement f) _____ne sais pas

13)Combien d' heures OU de jours durera votre voyage en tout? 60 ☐☐ 62 ☐☐

Durée du voyage en HEURES_____ durée du voyage en JOURS_____

14)Combien d'heures OU de jours passerez-vous à l'Île-du-Cap-Breton? 64 ☐☐ 66 ☐☐

nombre d' HEURES____ nombre de JOURS_____

15)Qu'avez-vous fait pendant votre séjour à Lighthouse Point? 68 ☐☐

____ 70 ☐☐

16)Qu'elle etait la raison principale de votre visite à Lighthouse Point aujourd'hui?

____

____ 72 ☐☐

17) À votre avis, quelles sont les plus belles qualités de Lighthouse Point?

____ 74 ☐☐

____ 76 ☐☐

____ 78 ☐☐

18)Comment avez-vous pris connaissance de Lighthouse Point?

(Ne donnez qu'une réponse)

a)_____ je connais le site de longue date b) _____ renseignements d'amis ou de parents

c) _____panneaux du parc national d) _____personnel du parc national 80 ☐☐

e) _____document touristique f) _____ne sais pas

g)______l'école

h) _____autres sources (Spécifiez)__________

19)Selon vous, quels nouveaux services ou installations devrions-nous mettre en place pour rendre votre sejour à Lighthouse Point plus agreable? 82 ☐☐

____ 84 ☐☐

Merci de votre collaboration.

FORTRESS OF LOUISBOURG NATIONAL HISTORIC PARK

KENNINGTON COVE

Dear Park Visitors:

Hello, my name is __________. I am with ______________ We are conducting a survey on behalf of the Canadian Parks Service. In an effort to meet the needs of our visitors it is important that we ask you about your visit to Kennington Cove. The information given in this interview will be treated in accordance with the provisions of the Access to Information and Privacy Act. Your participation is voluntary and by doing so, you will be letting us know about your needs and preferences for Kennington Cove. Access to the summary information obtained in these interviews can be obtained by enquiring to the Regional Director of Canadian Parks Service or the Access to Information Coordinator for Environment Canada, quoting the registration number DOE/CPS-015-03590. We thank you for participating in this survey.

Interviewer to Record the following:

REFUSED (Specify Reason) ____________

LANGUAGE (circle) F E

DATE (circle) JULY AUGUST Day of Month _____

SEX (circle) M F PARTY SIZE _____

PROFILE OF VISITOR

1) Where is your permanent place of residence?

City/Town ________________ Prov\State ____________

Postal Code\Zip Code ______________

2) Including yourself, how many people in your party fall within each of the following age categories?(CIRCLE CATEGORY RESPONDENT FALLS INTO)

a) 1-4 preschool age ___ persons b) 5-12 elementary school age ___ persons

c) 13-21 adolescents ___ persons d) 22-35 adults ______ persons

e) 36-45 ___ persons f) 46-64 ______ persons

g) 65 and over ___ persons

3) Which best describes the party you are travelling with?

a) __ travel alone b) __ couple

c) __ family with children d) __ group of friends or relatives

e) __ members of a club/organization f) __ other (please specify) __________

We would like to ask you several questions about what you think an ideal beach would be like. In answering these questions please rate your opinion using a scale from 1 to 7, where ; 1 = Extremely Unimportant, 4 = Neutral ,7 = Extremely Important or please state No Opinion.

4) How important is it that:

i) a beach be patrolled by park staff?

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___no opinion

ii) the parking lot be located very close to the beach?

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___no opinion

iii) picnicking facilities be available?

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___no opinion

iv) a beach be left in its natural state with as little development as possible?

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___no opinion

v) there be modern washroom facilities?

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___no opinion

REGISTRATION NUMBER : DOE/CPS-015-03590

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29 ☐☐ 31 ☐☐

33 ☐☐ 35 ☐

36 ☐

37 ☐

38 ☐

39 ☐

40 ☐

41 ☐

vi) a beach be supervised by lifeguards?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

42 ☐

vii) that a beach be uncrowded?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

43 ☐

vii) that change rooms be available?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

44 ☐

5) Are there any other beaches on Cape Breton Island that you use besides Kennington Cove ?

Yes ___ (If Yes, Go to question 5A, 5B, and 5C) No___ (If No, Go to 6)

45 ☐

5A) Please name the other beaches that you use.

a) ______________ c) ______________

b) ______________ d) ______________

46 ☐☐ 48 ☐☐
50 ☐☐ 52 ☐☐

5B) Compared to these other beaches that you used, how would you rate Kennington Cove?

a) Superior ___ (If marked, Go to 5C)

b) Above Average ___ (If marked, Go to 5C)

c) Average ___

d) Below Average ___ (If marked, Go to 5C)

e) Unacceptable ___ (If marked, Go to 5C)

54 ☐

5C) Why do you feel this way? ______________________

55 ☐☐

TRIP CHARACTERISTICS

6) Are you aware that Kennington Cove is part of the Fortress of Louisbourg National Historic Park?

Yes ___ No ___

57 ☐

7) Was Kennington Cove the only destination of your trip from home today?

Yes ___ (If Yes, Go to 8) No ___ (If No, Go to 7A)

58 ☐

7A) If No, What was your main destination ?

____

59 ☐☐

8) Did you visit the Fortress of Louisbourg today?

Yes ___ (If Yes, Go to 9) No ___ (If No, Go to 8A) Don't Know___ (Go to 9

61 ☐

8A) If No, Do you plan on visiting the Fortress of Louisbourg today?

Yes ___ No ___ (If No, Go to 8B)

62 ☐

8B) If No, have you ever visited the Fortress of Louisbourg?

Yes ___ (If Yes, Go to 8C) No ___

63 ☐

8C) If Yes, when was your last visit?

Year __________

64 ☐☐

66 ☐

9) Was this your first visit to Kennington Cove?

Yes ___ No ___ Don't Know___

10) How much time will you spend at Kennington Cove today?

Minutes_____ or Hours_____

67 ☐☐ 69 ☐☐

11) Approximately how many times do you think you will visit Kennington Cove this summer between July 1 and August 31?

Number of Visits_____

71 ☐☐

12) Are you a Cape Breton Island resident?

Yes ______(Go to 17) No____

73 __

13) In which town or village did you stay overnight in last night ?

____

74 __ __

13A) What type of accommodation did you stay in?

a)______ private home
b)______ commercial roofed accommodations
c)______ friends relatives
d)______ campgrounds
e)______ other

76 __

14) What town do you expect to stay in tonight?

____

77 __ __

14A) What type of accommodation do you plan on staying in tonight?

a) ______ private home
b) ______ commercial roofed accommodations
c) ______ friends relatives
d) ______ campgrounds
e) ______ other
f)______ Don't Know

79 __

15) In total, how many hours or days will you spend on this trip away from home?

___ length of trip in HOURS ______length of trip in DAYS

80 __ __ 82 __ __

16) How many hours or days will you spend on Cape Breton Island?

_____ Number of HOURS _____ Number of DAYS

84 __ __ 86 __ __

VISITOR CHARACTERISTICS (All Visitors)

17) While visiting Kennington Cove, approximately how long did 'YOU'. yourself spend doing the following activities? (Do not include other members of your party when answering the question).

Time in Minutes or Hours

a) Swimming/Sunbathing _____min. or _____hrs.
b) Picnicking _____ min. or ______hrs.
c) Beach Walking ___ min. or ______hrs.
d) Other activities (specify)______________ _______ min. or _______hrs.

88 __ 90 __
92 __ 94 __
96 __ 98 __
100 __ 102 __

18) What was your main reason for visiting Kennington Cove today?

____

104 __ __

19) We would like you to rate the following services at Kennington Cove. Please answer using the following scale: 1 = Extremely Dissatisfied, 4 = Neutral, 7 = Extremely Satisfied or state No Opinion.

How satisfied were you with.......?

i) the picnicking facilities?

__ 1 __ 2 __ 3 __ 4 __ 5 __ 6 __ 7 __ no opinion

106 __

ii) the availability of supervised swimming?

__ 1 __ 2 __ 3 __ 4 __ 5 __ 6 __ 7 __ no opinion

107 __

iii) the location of the parking lot ?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

iv) the washrooms ?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

v) the patrolling of the beach by security officers ?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

vi) the way in which the natural state of Kennington Cove has been maintained?

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ no opinion

20) Are there any services or facilities that you feel should be offered at Kennington Cove which would make your visit more enjoyable?

____

21) In your opinion, what are the outstanding features of Kennington Cove?

____

____

____

22) How did you first learn about Kennington Cove?

a) ___ have always known it existed
b) ___ friends/relatives
c) ___ National Historic Park signs
d) ___ National Park staff
e) ___ tourist brochures
f) ___ do not know
g) ___ newspaper
h) ___ other (please specify)

____

23) Are you satisfied with the existing road into Kennington Cove?

Yes ___ No ___ (If No, why?)

____

24) Do you have any suggestions on how we can make Kennington Cove a more enjoyable place to visit?

____

____

____

THANK YOU FOR YOUR TIME AND CO-OPERATION!

108 ___
109 ___
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123 ___
125 ___
127 ___
129 ___

PARC HISTORIQUE NATIONAL DE LA FORTERESSE-DE-LOUISBOURG

L'ANSE KENNINGTON

Bonjour

Je m'appelle ____________ Je suis agent du Service canadien des parcs, d'Environnement Canada. De manière à mieux répondre aux besoins des visiteurs, nous aimerions connaître vos impressions sur votre séjour à l'anse Kennington. Tous les renseignements fournis dans le cadre de cette entrevue demeureront strictement confidentiels conformément aux dispositions de la Loi sur l'accès à l'information et de la Loi sur la protection des renseignements personnels. Bien entendu, vous n'êtes pas tenu de vous soumettre à cette entrevue. Si vous désirez obtenir le sommaire des résultats, veuillez vous adresser au directeur régional d'Environnement Canada ou au coordonnateur de l'accès à l'information du Service canadien des parcs, en prenant soin d'indiquer le numéro d'enregistrement figurant au bas de ce document. Nous vous remercions de votre collaboration.

Renseignements devant être consignés par l'interviewer :

REFUS(Spécifiez) ____________________

LANGUE (Encerclez) F A

DATE (Encerclez) JUILLET AOÛT JOUR _____

SEXE (Encerclez) H F TAILLE DU GROUPE______

PROFIL DU VISITEUR

1) Indiquer votre lieu de résidence permanent.

Ville, Village______________ Province, État________________

Code postal, Code Zip______________________

2) Décomposer par groupe d'âge les membres de votre groupe, y compris vous-même. (ENCERCLEZ LA CATÉGORIE DE LA PERSONNE INTERROGÉE)

a) _____1-4 ans b) _____5-12 ans

c) _____13-21 ans d) _____22-35 ans

e) _____36-45 ans f) _____45-64 ans

g) _____65 ans et plus

3)Laquelle des descriptions suivantes s'applique le mieux à votre situation?

a)______individu seul b)_______couple

c)______famille avec enfants d)_______groupe d'amis ou de parents

e)_______membre d'une association ou d'une organisation quelconque

f)______autre (spécifiez)_________________

En quoi consiste pour vous une plage idéale? Ces quelques questions nous permettront de le savoir. Indiquez l'importance que vous accordez à chaque énoncé selon l'échelle numérique suivante : 1 = pas du tout important, 4 = neutre, 7 = extrêmement important ou sans opinion.

4)Quelle importance attachez-vous aux points suivants :

i)que la plage soit surveillée par des agents de sécurité.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___SO

ii)que le terrain de stationnement soit situé près de la plage.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___SO

iii)qu'il existe une aire de pique-nique.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___SO

iv)que la plage soit conservée dans son état naturel avec le moins d'aménagements possible.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___SO

v)qu'il y ait des toilettes modernes.

___1 ___2 ___3 ___4 ___5 ___6 ___7 ___SO

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40 ☐
41 ☐

vi)que la plage soit surveillée par de uveteurs.

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

vii)que la plage ne soit pas envahie par la foule.

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

viii)qu'il y ait des salles pour vous changer.

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

5) Sur l'Île-du-Cap-Breton, frequentez-vous des plages autres que celle de l'anse Kennington?

Oui___Si oui, repondez aux questions 5A, 5B et 5C)

Non___(Si non, passer à la question 6)

5A) Nommer les autres plages que vous fréquentez :

a)________________ c)________________

b)________________ d)________________

5B)Comment cotez-vous la plage de l'anse Kennington par rapport aux autres plages que vous fréquentez?

_____Exceptionnelle (En ce cas, passer à la question 5C)

_____Supérieure (En ce cas, passer à la question 5C)

_____Ordinaire

_____Inférieure (En ce cas, passer à la question 5C)

_____Inacceptable (En ce cas, passer à la question 5C)

5C) Justifiez votre reponse :

____

CARACTERISTIQUES DU VOYAGE

6)Savez-vous que l'anse Kennington fait partie du parc historique national de la Forteresse-de-Louisbourg?

Oui_____ Non_____

7) L'anse Kennington était-elle votre principale destination aujourd'hui?

Oui_____ Non______(Si non, passer à la question 7A)

7A)Si non, quelle était votre destination première?

____

8)Avez-vous visité la Forteresse-de-Louisbourg aujourd'hui?

Oui_____ Non______(Si non, passer à la question 8A)

8A)Si non, prevoyez-vous visiter la Forteresse-de-Louisbourg?

Oui_____ Non______(Si non, passer à la question 8B)

8B) Si non, avez-vous déjà visité la Forteresse-de-Louisbourg?

Oui______(Si oui, passer à la question 8C) Non______

8C) Si oui, quand remonte votre dernière visite?

Année______

9)Était-ce votre première visite à l'anse Kennington?

Oui____ Non____ Ne sasi pas____

10)Combien de temps avez-vous passe à l'anse Kennington aujourd'hui?

______minutes ou ______heures

11)Combien de fois prevoyez-vous revenir à l'anse Kennington cet été entre le 1er juillet et le 31 août? nombre de visites______

42 ☐

43 ☐

44 ☐

45 ☐

46 ☐☐ 48 ☐☐

50 ☐☐ 52 ☐☐

54 ☐

55 ☐☐

57 ☐

58 ☐

59 ☐☐

61 ☐

62 ☐

63 ☐

64 ☐☐

66 ☐

67 ☐☐ 69 ☐☐

71 ☐☐

12) Êtes- vous résident de l'Île-du-Cap-Breton? 73

Oui_____(passer à la question 17) Non __(passer à la question13) 74

13)Dans quelle ville ou localité avez-vous dormi la nuit dernière?

____

13A)Indiquer le type d'hébergement que vous avez choisi :

___a) maison privée

___b) établissement commercial (hôtel,auberge) 76

___c) chez des amis ou des parents

___d) terrain de camping

___e) autre type d'hébergement

77

14)Dans quelle ville prévoyez-vous dormir cette nuit?

____

14A)Indiquer le type d'hébergement que vous choisirez cette nuit :

_____a) maison privée 79

_____b) établissement commercial (hôtel,auberge)

_____c) chez des amis ou des parents

_____d) terrain de camping

_____e) autre type d'hébergement

_____f) ne sais pas 80 82

15)Combien d' heures OU de jours durera votre voyage en tout? 84 86

durée du voyage en HEURES___ OU durée du voyage en JOURS___

16)Combien d' heures OU de jours passerez-vous sur l'Île-du-Cap-Breton?

_____HEURES OU _____JOURS

CARACTÉRISTIQUES DES VISITEURS

17)Indiquer en minutes ou en heures le temps que vous avez consacre aux activités suivantes. Ne tenez pas compte des activités des autres membres de votre groupe. 88 90

Combien de minutes OU heures 92 94

a)Baignade/bain de soleil ______min. ou ______h 96 98

b)Pique-nique ______min. ou ______h 100 102

c)Randonnée sur la plage ______min. ou ______h

d)Autres activités (Spécifiez) __________ ______min. ou ______h

18)Qu'elle était la raison principale de votre visite à l'anse Kennington aujourd'hui? 104

____

19)Veuillez indiquer votre degré de satisfaction par rapport aux services de l'anse Kennington selon l'échelle suivante : 1 = extrêmement insatisfait, 4 = passable, 7 = extrêmement satisfait ou sans opinion.

i)les installations de pique-nique 106

__ 1 __ 2 __ 3 __ 4 __ 5 __ 6 __ 7 __ SO

ii) la surveillance des zones de baignade 107

__ 1 __ 2 __ 3 __ 4 __ 5 __ 6 __ 7 __ SO

iii)l'emplacement du terrain de stationnement 108

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

iv)les toilettes 109

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

v)la patrouille de la plage par des agents de sécurité 110

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

vi)la manière dont l'état naturel de l'anse Kennington a été préservé 111

___ 1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ SO

20)Selon vous, quels nouveaux services ou installations devrions-nous mettre en place pour rendre votre séjour à l'anse Kennington plus agréable?

____ 112

21) À votre avis, quelles sont les plus belles qualités de l'anse Kennington ?

____ 114

____ 116

____ 118

22)Comment avez-vous pris connaissance de l'anse Kennington? 120

a)____je connais le site de longue date

b)____renseignements d'amis ou de parents

c)____panneaux du parc national

d)____personnel du parc national

e)____document touristique

f)____ne sais pas

g)____journaux

h)____autres sources (spécifiez)

____

23) Êtes-vous satisfait de l'état de la route qui mène à l'anse Kennington? 122

Oui___ **Non**____**(veuillez préciser s'il vous plait)**

________________________________ 123

24) Avez-vous des suggestions sur la façon d'améliorer l'anse Kennington afin de rendre le séjour de nos visiteurs plus agréable?

____ 125

____ 127

____ 129

Merci de votre participation!